

YouGov / Persuasion Survey Results

Sample Size: 5346 adults in UK (18+)
Fieldwork: 12th - 27th March 2025

	Westminster VI						Vote in 2024 GE					Vote in 2019 GE				Vote in 2017 GE				
	Total	Con	Lab	Lib Dem	Ref UK	Green	Con	Lab	Lib Dem	Ref UK	Green	Con	Lab	Lib Dem	Green	Con	Lab	Lib Dem	UKIP	Green
Weighted Sample	5346	752	991	430	903	362	931	1326	481	561	308	1586	1098	361	158	1408	1073	271	114	142
Unweighted Sample	5346	629	1105	425	1094	330	657	2162	415	457	271	1547	1410	367	160	1369	1405	283	116	128
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Through which of these media outlets and platforms, if any, have you seen or heard politics-related content in the last few days? This can be content of any nature. Please tick all that apply.

BBC (online or television)	54	65	67	70	45	52	65	62	67	45	52	60	60	72	56	62	62	69	43	59
Facebook	25	26	24	28	28	25	24	25	25	28	26	24	30	25	29	23	28	30	30	28
Radio	25	29	29	29	25	24	28	28	33	27	24	29	28	37	34	32	30	36	29	36
ITV news (online or television)	23	31	21	27	29	15	31	24	23	28	14	32	22	25	14	32	24	28	28	19
YouTube	22	15	25	20	25	24	11	23	17	28	23	16	23	12	18	15	21	18	22	17
TikTok	12	6	14	12	11	16	5	13	8	11	19	5	15	4	9	5	11	6	7	10
Sky News (online or television)	18	18	22	20	20	13	19	23	17	19	13	19	20	19	12	20	19	19	10	14
Instagram	17	12	21	21	11	35	9	20	17	12	32	9	22	12	18	8	17	14	6	17
The Guardian (print or online)	16	8	31	21	6	31	7	25	19	7	29	7	30	21	21	8	27	24	5	23
The Daily Mail (print or online)	14	24	11	11	21	8	25	11	11	21	7	22	11	11	8	23	10	9	17	7
GB News (online or television)	12	13	6	6	35	4	16	7	7	37	4	21	7	4	10	21	8	7	28	9
Podcasts	8	6	13	9	6	10	5	11	9	8	8	5	12	11	8	4	12	9	3	11
The Daily Telegraph (print or online)	8	14	8	4	9	4	12	7	5	10	5	11	7	7	6	11	7	5	1	6
WhatsApp	8	7	12	9	8	7	6	9	8	7	7	6	11	6	6	5	11	6	5	6
The Sun (print or online)	6	6	5	5	12	2	7	6	3	11	4	8	6	3	3	8	6	3	8	4
The Daily Mirror (print or online)	5	4	6	4	6	2	4	6	4	5	5	5	6	3	3	5	6	2	4	3
The Financial Times (print or online)	5	5	8	5	3	3	4	6	5	3	4	4	6	4	3	3	5	6	1	5
Telegram	3	3	3	2	2	1	2	3	2	3	1	2	3	1	1	2	3	1	2	2
Signal	0	0	0	0	0	1	1	0	0	0	1	0	1	0	1	0	0	0	0	1
None of these	6	5	5	2	5	7	4	6	5	6	5	6	5	5	7	5	5	4	6	3
Not applicable - I never read, see or hear politics related content	9	5	6	4	6	7	4	7	6	7	9	5	7	7	9	4	7	6	6	11

On a scale of 0 to 10, where 0 means you would never consider voting for them, and 10 means you would definitely consider voting for them, how likely are you to consider voting for the following parties at the next election?

Conservatives

0 - Would never consider voting for them	38	1	55	38	25	66	1	54	40	23	58	9	63	33	49	8	59	41	27	52
1	7	0	11	9	6	10	0	10	8	7	13	3	9	10	11	2	10	13	11	13
2	7	0	10	12	6	9	1	9	10	6	7	4	9	11	8	4	8	9	8	5
3	6	0	7	11	8	5	1	6	10	8	5	5	5	9	7	5	6	8	8	5
4	4	0	6	6	6	2	2	6	4	7	3	5	4	7	5	6	4	4	7	3
5	11	2	6	8	15	3	12	7	10	16	5	14	5	11	11	15	4	8	16	8
6	5	6	3	6	9	2	7	3	7	8	3	8	2	7	2	8	3	5	2	6
7	6	13	1	7	11	1	15	2	6	10	2	12	2	7	6	11	2	5	8	5
8	5	20	0	2	6	2	15	1	2	7	2	12	0	2	0	12	1	2	4	1
9	2	12	0	1	3	0	10	0	0	3	0	6	0	1	0	6	1	1	2	0
10 - Would definitely consider voting for them	8	46	0	1	5	0	34	1	2	6	1	23	1	2	1	23	2	4	6	2
TOTAL CURIOUS	37	99	10	25	49	8	93	14	27	50	13	75	10	30	20	75	13	25	38	22
Prefer not to say	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

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	Reform Curious (5+)			Lab 24 -	Lab19 - Lab24 (Labour Loyalist)	NotLab19 - Lab24 (Labour Joiner)	Seats where Labour won, Reform came second	Red Wall	Blue Wall	Past vote 2016		Political Attention			Gender		Age			
	Total	Not Ref curious	Ref curious	Ref curious						Remain	Leave	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+
Weighted Sample	5346	3515	1771	198	735	370	644	285	396	1893	1903	1016	3207	1123	2593	2753	562	2208	1325	1250
Unweighted Sample	5346	2961	2344	1108	1085	751	698	302	407	1995	2042	555	3412	1379	2437	2909	346	2160	1411	1429
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Through which of these media outlets and platforms, if any, have you seen or heard politics-related content in the last few days? This can be content of any nature. Please tick all that apply.

BBC (online or television)	54	57	48	54	63	66	49	47	57	64	53	27	57	69	57	51	41	44	61	68
Facebook	25	23	28	34	28	24	29	29	28	27	25	20	24	30	24	26	15	28	26	22
Radio	25	25	25	29	29	31	21	19	29	31	29	13	26	34	25	25	7	19	34	35
ITV news (online or television)	23	21	28	36	22	29	24	25	24	24	30	15	24	27	22	24	9	14	28	40
YouTube	22	21	23	25	24	17	20	18	22	19	19	13	21	31	29	15	34	25	20	12
TikTok	12	12	12	15	14	5	12	11	10	10	7	10	11	13	10	13	30	14	7	3
Sky News (online or television)	18	17	19	28	22	24	16	17	17	19	18	8	18	27	20	16	17	16	21	18
Instagram	17	19	12	15	21	13	15	10	19	17	8	11	16	24	16	18	41	23	9	4
The Guardian (print or online)	16	20	7	11	30	19	11	9	20	23	8	2	14	32	18	13	20	16	15	13
The Daily Mail (print or online)	14	11	21	16	11	10	14	14	16	11	21	7	15	18	13	16	11	11	15	21
GB News (online or television)	12	6	25	16	6	8	13	14	14	7	21	5	12	18	15	9	8	8	16	17
Podcasts	8	9	7	7	11	10	7	6	9	11	5	2	7	16	10	6	9	11	7	4
The Daily Telegraph (print or online)	8	7	9	8	7	6	7	5	11	7	9	1	7	14	9	6	8	5	9	10
WhatsApp	8	8	9	11	10	7	8	7	6	8	7	6	7	13	9	7	11	9	8	6
The Sun (print or online)	6	5	9	11	6	6	7	3	3	4	8	4	6	8	7	5	5	6	7	6
The Daily Mirror (print or online)	5	4	6	8	7	3	5	5	3	5	5	3	5	7	5	4	5	4	6	5
The Financial Times (print or online)	5	5	4	6	6	5	3	2	3	5	3	1	4	9	6	3	7	5	4	3
Telegram	3	2	3	4	4	1	3	2	2	2	2	2	2	4	4	2	3	3	2	1
Signal	0	0	1	1	1	0	0	0	0	0	0	0	0	1	1	0	0	1	0	0
None of these	6	6	5	4	5	7	8	6	3	5	6	10	5	3	6	6	8	7	5	4
Not applicable - I never read, see or hear politics related content	9	9	8	7	5	8	11	16	7	7	8	26	7	1	7	11	13	12	7	5

On a scale of 0 to 10, where 0 means you would never consider voting for them, and 10 means you would definitely consider voting for them, how likely are you to consider voting for the following parties at the next election?

Conservatives																				
0 - Would never consider voting for them	38	47	19	37	64	34	42	36	33	45	24	45	34	42	37	38	44	44	36	25
1	7	9	4	8	11	11	8	6	7	9	5	8	7	7	8	7	6	8	8	5
2	7	8	6	7	9	9	8	11	5	8	5	7	7	7	8	6	12	8	5	5
3	6	6	6	9	5	9	5	4	5	5	6	4	7	4	6	5	8	5	5	5
4	4	4	6	6	4	9	4	3	5	4	5	4	4	5	5	4	4	5	5	4
5	11	8	17	13	4	13	10	13	12	9	13	11	12	9	9	12	9	11	12	11
6	5	3	9	7	2	5	7	7	7	4	7	3	6	5	6	4	5	5	4	7
7	6	4	10	5	1	4	4	6	9	4	9	3	7	6	7	5	3	5	7	8
8	5	4	8	3	1	3	4	4	4	4	8	4	6	4	6	5	2	3	7	8
9	2	1	4	2	0	1	1	2	3	2	4	3	2	2	2	2	0	1	3	5
10 - Would definitely consider voting for them	8	7	11	4	1	3	6	8	10	6	15	7	9	8	6	10	2	5	9	17
TOTAL CURIOUS	37	27	59	34	9	29	32	40	45	29	56	31	42	34	36	38	21	30	42	56
Prefer not to say	1	0	0	0	0	0	0	0	0	0	0	2	1	0	1	1	4	1	0	0

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	Social Grade			Region												Education			Ethnicity	
	Total	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	Low	Medium	High	White	Minority Ethnic
Weighted Sample	5346	3047	2299	195	568	466	404	446	527	615	713	540	278	444	150	1412	2136	1797	4424	762
Unweighted Sample	5346	3178	2168	224	584	493	410	473	522	594	690	502	218	488	148	1477	2076	1792	4490	679
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Through which of these media outlets and platforms, if any, have you seen or heard politics-related content in the last few days? This can be content of any nature. Please tick all that apply.

BBC (online or television)	54	59	47	48	50	50	57	53	56	56	55	52	51	55	62	48	51	62	55	50
Facebook	25	25	25	35	23	27	28	24	26	22	24	20	28	25	26	23	23	27	25	25
Radio	25	28	21	21	23	22	30	27	22	23	29	26	19	28	33	23	24	28	26	18
ITV news (online or television)	23	22	25	32	23	20	23	27	24	21	24	21	21	24	33	29	24	19	25	18
YouTube	22	22	22	22	21	19	21	23	18	33	19	19	17	23	21	18	21	26	18	40
TikTok	12	12	11	8	12	11	10	12	12	14	11	10	11	12	12	9	13	12	11	16
Sky News (online or television)	18	19	16	21	20	14	13	20	18	22	18	15	11	22	22	17	18	19	17	25
Instagram	17	20	13	14	16	15	12	12	16	33	16	14	18	15	14	9	16	24	14	34
The Guardian (print or online)	16	20	10	11	15	13	14	16	15	29	13	11	10	18	19	6	13	27	14	24
The Daily Mail (print or online)	14	15	13	13	15	11	17	14	15	16	14	13	14	13	17	14	15	13	14	13
GB News (online or television)	12	12	12	13	12	12	13	12	14	12	13	11	12	10	10	14	12	10	12	10
Podcasts	8	10	6	9	8	6	7	9	8	14	6	4	5	12	9	4	7	12	7	12
The Daily Telegraph (print or online)	8	9	6	6	8	6	9	9	8	10	7	6	6	7	7	5	7	10	7	10
WhatsApp	8	8	9	5	9	7	8	11	8	14	8	5	5	8	9	8	7	10	7	17
The Sun (print or online)	6	5	7	8	6	4	8	8	8	7	5	2	5	9	5	9	5	5	6	8
The Daily Mirror (print or online)	5	5	5	7	5	2	6	7	4	7	4	1	4	5	6	5	5	4	4	7
The Financial Times (print or online)	5	5	3	3	5	2	3	5	4	11	4	2	2	6	4	2	4	7	4	10
Telegram	3	3	2	2	3	2	2	4	2	4	2	2	1	3	1	2	2	3	2	7
Signal	0	0	0	0	0	0	1	1	0	1	0	1	0	0	0	0	0	1	0	1
None of these	6	6	6	8	6	7	7	7	4	5	6	6	6	6	8	6	6	5	6	4
Not applicable - I never read, see or hear politics related content	9	6	13	7	12	13	9	11	10	7	6	10	15	7	3	14	11	5	10	7

On a scale of 0 to 10, where 0 means you would never consider voting for them, and 10 means you would definitely consider voting for them, how likely are you to consider voting for the following parties at the next election?

Conservatives																				
0 - Would never consider voting for them	38	35	41	43	43	42	28	36	31	36	33	37	46	45	43	36	36	41	37	41
1	7	8	6	8	7	7	6	6	6	8	6	6	8	9	11	6	6	9	7	6
2	7	8	6	6	8	7	8	9	5	7	6	7	4	9	3	6	7	9	7	10
3	6	6	6	5	4	6	6	6	7	5	6	6	5	6	5	5	6	6	6	5
4	4	5	4	5	3	5	4	4	5	6	6	5	2	3	3	4	5	5	4	6
5	11	11	11	11	8	11	12	10	13	12	9	10	11	13	11	10	13	9	11	12
6	5	6	4	6	5	5	6	6	6	4	5	4	4	3	5	5	5	4	5	4
7	6	6	6	5	5	4	7	6	6	6	8	8	6	3	6	7	6	5	6	6
8	5	5	5	4	4	4	6	5	6	4	6	6	5	4	5	7	4	4	5	4
9	2	2	2	2	3	1	5	1	3	3	3	2	1	1	0	3	3	1	2	2
10 - Would definitely consider voting for them	8	9	8	6	8	7	11	8	11	7	10	9	6	4	5	11	8	6	9	4
TOTAL CURIOUS	37	39	36	34	33	32	47	36	45	36	41	39	33	28	32	43	39	29	38	32
Prefer not to say	1	1	1	0	1	1	0	1	0	2	1	1	1	0	2	1	1	0	1	1

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	Household Income					Savings Amount					Religion				House Tenure		
	Total	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Prefer Not to say	Own	Rent	Other
Weighted Sample	5346	928	1228	1046	775	1749	679	478	263	268	2830	1796	427	169	3138	1372	707
Unweighted Sample	5346	946	1292	1069	780	1742	677	489	266	299	2770	1928	389	155	3234	1445	568
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Through which of these media outlets and platforms, if any, have you seen or heard politics-related content in the last few days? This can be content of any nature. Please tick all that apply.

BBC (online or television)	54	47	57	57	59	47	61	66	68	70	52	59	51	49	60	44	47
Facebook	25	25	27	29	26	27	28	26	23	23	23	26	30	17	25	27	19
Radio	25	24	28	26	30	23	26	30	35	38	23	29	23	22	31	19	11
ITV news (online or television)	23	27	25	21	20	21	21	25	29	30	18	33	21	20	28	19	14
YouTube	22	26	20	24	20	25	23	21	19	17	22	18	32	28	17	26	30
TikTok	12	12	11	13	12	16	13	12	6	5	12	8	17	13	7	17	17
Sky News (online or television)	18	17	17	20	22	18	18	21	13	24	16	20	21	19	19	17	16
Instagram	17	14	14	18	26	20	22	16	11	14	18	12	26	17	12	22	24
The Guardian (print or online)	16	13	13	18	22	15	19	19	20	24	17	12	20	12	16	15	16
The Daily Mail (print or online)	14	12	17	14	13	14	13	15	18	21	11	19	14	16	17	11	10
GB News (online or television)	12	14	12	12	10	12	12	12	9	15	10	15	12	15	14	10	9
Podcasts	8	7	7	9	14	9	10	10	7	12	8	6	14	6	7	9	11
The Daily Telegraph (print or online)	8	6	8	8	8	7	8	8	9	15	6	9	12	8	8	6	7
WhatsApp	8	9	9	8	10	10	9	8	5	11	7	8	16	8	7	10	8
The Sun (print or online)	6	7	7	6	6	7	5	6	5	9	5	8	7	7	6	7	5
The Daily Mirror (print or online)	5	5	5	5	3	5	4	5	5	2	4	5	7	9	4	5	4
The Financial Times (print or online)	5	3	3	5	9	5	6	6	6	7	4	4	9	9	4	5	5
Telegram	3	2	2	3	3	3	2	3	2	3	2	3	4	2	2	3	3
Signal	0	0	0	0	1	1	0	1	0	0	0	0	0	0	0	1	0
None of these	6	5	5	7	5	5	5	6	5	7	6	5	6	8	5	7	7
Not applicable - I never read, see or hear politics related content	9	11	9	7	5	9	6	4	2	4	11	6	7	11	7	12	13

On a scale of 0 to 10, where 0 means you would never consider voting for them, and 10 means you would definitely consider voting for them, how likely are you to consider voting for the following parties at the next election?

Conservatives

0 - Would never consider voting for them	38	44	35	34	33	41	35	27	33	25	45	25	44	45	32	46	49
1	7	7	7	9	8	8	7	9	7	9	9	6	4	8	7	8	7
2	7	4	6	8	10	8	7	8	7	5	6	7	8	7	6	7	10
3	6	6	6	5	7	6	6	8	5	4	6	6	4	4	5	5	8
4	4	4	5	6	4	4	7	4	4	3	4	5	5	4	5	5	3
5	11	10	11	10	10	10	10	13	6	10	10	12	8	10	11	11	9
6	5	5	6	6	5	5	5	5	10	6	4	7	5	3	6	5	3
7	6	4	6	5	8	5	6	6	8	12	4	8	10	4	7	4	3
8	5	4	6	5	5	3	5	7	7	8	4	7	5	4	7	3	3
9	2	3	3	3	2	2	3	3	2	4	2	4	2	0	3	1	1
10 - Would definitely consider voting for them	8	8	9	7	10	7	8	8	10	14	5	13	6	9	11	6	3
TOTAL CURIOUS	37	34	41	36	40	32	37	42	43	54	29	51	36	30	45	30	22
Prefer not to say	1	0	0	1	0	1	1	0	0	0	1	1	1	2	0	1	2

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Fieldwork: 12th - 27th March 2025

		Westminster VI					Vote in 2024 GE					Vote in 2019 GE				Vote in 2017 GE					
		Total	Con	Lab	Lib Dem	Ref UK	Green	Con	Lab	Lib Dem	Ref UK	Green	Con	Lab	Lib Dem	Green	Con	Lab	Lib Dem	UKIP	Green
Weighted Sample	5346	752	991	430	903	362	931	1326	481	561	308	1586	1098	361	158	1408	1073	271	114	142	
Unweighted Sample	5346	629	1105	425	1094	330	657	2162	415	457	271	1547	1410	367	160	1369	1405	283	116	128	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Labour																					
0 - Would never consider voting for them		35	56	0	16	74	14	58	7	17	72	17	59	7	11	20	57	10	14	75	26
1	6	9	0	5	6	5	9	3	5	7	6	9	3	3	7	9	4	3	7	9	
2	5	7	0	6	5	9	6	1	5	6	8	6	2	5	5	6	2	6	8	11	
3	6	8	0	11	5	10	8	3	9	4	9	6	4	8	8	6	4	10	4	4	
4	5	5	1	8	3	10	4	4	7	3	10	4	4	7	13	5	5	3	0	7	
5	12	7	5	17	3	15	8	12	17	3	12	7	10	21	19	8	11	16	1	12	
6	6	4	8	13	1	12	3	10	13	2	10	3	9	11	10	4	8	11	0	7	
7	6	1	15	11	1	11	2	12	9	1	11	3	11	12	6	2	10	13	1	7	
8	6	1	20	6	0	6	1	13	7	1	8	2	13	8	4	2	13	7	0	7	
9	3	0	11	1	0	4	0	7	2	0	3	1	7	4	1	0	6	5	0	5	
10 - Would definitely consider voting for them		9	1	39	6	0	4	1	28	8	0	6	1	29	10	7	2	26	12	3	5
TOTAL CURIOUS		42	14	98	54	5	52	15	82	56	7	50	17	79	66	47	18	74	64	5	43
Prefer not to say		1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Liberal Democrats																					
0 - Would never consider voting for them		30	34	12	0	57	16	37	15	2	60	17	42	14	3	16	41	17	4	61	21
1	6	7	3	0	8	4	8	4	2	6	4	8	4	2	1	7	4	1	8	4	
2	6	9	5	0	7	8	9	5	2	8	10	8	5	1	8	8	5	2	2	10	
3	7	12	7	1	7	8	10	8	2	9	9	9	7	3	11	9	8	2	5	8	
4	7	9	9	2	6	8	9	8	3	4	6	6	8	4	5	7	7	3	7	8	
5	16	16	20	7	8	20	16	19	11	8	19	13	18	13	22	13	18	10	12	16	
6	8	6	12	10	4	10	6	12	12	3	10	5	13	12	14	6	13	11	2	9	
7	7	4	13	13	2	13	3	12	15	1	13	3	12	16	11	4	11	15	0	8	
8	5	3	9	21	1	6	2	8	19	1	6	3	8	17	5	3	8	16	0	5	
9	2	1	4	11	0	1	1	3	7	0	1	1	3	7	2	1	2	8	0	2	
10 - Would definitely consider voting for them		5	1	6	34	0	6	1	6	26	0	7	1	8	22	6	2	6	29	1	8
TOTAL CURIOUS		43	31	64	96	15	56	29	60	90	13	56	26	62	87	60	29	58	89	15	48
Prefer not to say		1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Reform UK																					
0 - Would never consider voting for them		50	34	79	74	1	83	28	72	68	3	81	25	75	70	69	28	69	71	7	69
1	5	6	4	5	1	4	6	4	5	1	5	4	4	6	3	4	5	6	0	5	
2	5	8	3	5	1	2	6	4	5	1	3	5	3	5	4	5	3	5	2	1	
3	3	6	3	2	0	3	4	3	3	1	2	4	2	2	3	4	3	2	3	2	
4	3	9	1	2	1	1	8	2	1	2	0	5	2	2	3	5	2	2	1	3	
5	8	13	4	3	3	4	12	4	5	7	3	10	3	6	3	10	4	6	5	5	
6	3	6	2	3	3	1	5	2	2	5	1	5	2	1	2	5	2	1	2	1	
7	5	9	1	3	11	1	9	2	2	8	2	9	2	3	2	9	3	3	4	1	
8	4	4	1	2	12	1	6	2	2	9	1	7	1	2	1	6	2	1	10	2	
9	2	2	0	0	9	0	3	1	1	8	0	5	1	0	2	4	2	1	6	3	
10 - Would definitely consider voting for them		12	3	0	0	60	1	13	3	3	56	2	22	3	2	7	21	5	2	60	7
TOTAL CURIOUS		34	37	8	11	98	8	48	14	15	93	9	58	12	14	17	55	18	14	87	19
Prefer not to say		1	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	1	0	0	0

		Reform Curious (5+)		Lab 24 -	Lab19 - Lab24	NotLab19 - Lab24	Seats where Labour won, Reform came second		Blue Wall	Past vote 2016		Political Attention			Gender		Age			
	Total	Not Ref curious	Ref curious	Ref curious	(Labour Loyalist)	(Labour Joiner)		Red Wall		Remain	Leave	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+
Weighted Sample	5346	3515	1771	198	735	370	644	285	396	1893	1903	1016	3207	1123	2593	2753	562	2208	1325	1250
Unweighted Sample	5346	2961	2344	1108	1085	751	698	302	407	1995	2042	555	3412	1379	2437	2909	346	2160	1411	1429
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Labour

0 - Would never consider voting for them	35	25	57	24	4	12	39	39	29	16	57	50	33	28	36	35	19	29	39	49
1	6	5	7	6	2	3	5	6	6	5	7	6	6	5	6	6	3	5	6	8
2	5	5	7	5	1	1	4	7	5	4	5	6	5	4	4	6	7	5	5	6
3	6	6	5	7	2	6	3	6	7	6	5	5	6	6	6	6	6	6	5	6
4	5	6	4	5	3	5	6	2	5	6	5	4	6	4	5	5	5	6	5	4
5	12	13	10	14	8	17	10	14	11	14	7	11	13	8	11	12	17	13	11	7
6	6	8	4	8	8	13	5	6	8	9	4	5	7	6	7	6	9	8	5	4
7	6	8	3	8	12	13	6	7	6	9	3	3	7	8	7	6	10	8	5	4
8	6	8	2	7	15	11	6	4	6	10	2	4	5	9	6	6	9	7	5	3
9	3	4	1	6	9	5	3	2	5	5	1	1	2	5	3	3	3	3	2	2
10 - Would definitely consider voting for them	9	13	2	9	37	14	12	9	11	16	4	3	8	17	9	9	9	10	11	7
TOTAL CURIOUS	42	54	22	52	89	73	42	42	47	63	21	27	42	53	43	42	57	49	39	27
Prefer not to say	1	0	0	0	0	0	0	0	0	0	0	2	1	0	1	1	4	1	0	0

Liberal Democrats

0 - Would never consider voting for them	30	24	42	20	14	16	37	34	21	14	44	43	27	26	33	26	18	29	30	36
1	6	6	6	6	3	5	5	5	7	4	8	6	6	5	6	5	4	5	7	6
2	6	6	6	6	5	5	7	10	6	6	7	4	7	6	6	6	6	6	8	6
3	7	8	7	7	7	9	6	7	11	7	7	7	8	6	7	8	9	7	8	7
4	7	8	6	7	8	7	7	5	6	8	6	6	8	6	7	8	8	7	7	7
5	16	15	17	24	18	20	16	20	11	18	13	16	17	13	14	18	20	18	14	12
6	8	8	6	11	14	11	7	7	9	11	6	4	8	8	7	8	5	8	7	8
7	7	9	4	9	13	10	5	4	8	11	3	3	7	9	7	7	10	7	6	6
8	5	7	3	4	8	10	5	5	6	9	3	3	5	8	5	6	6	6	5	5
9	2	3	1	2	3	3	1	0	4	3	1	1	2	2	2	2	4	2	2	2
10 - Would definitely consider voting for them	5	7	2	3	6	6	3	3	8	8	2	2	5	9	5	5	7	5	5	5
TOTAL CURIOUS	43	49	33	53	62	60	37	39	46	60	28	29	44	49	40	46	52	46	39	38
Prefer not to say	1	0	0	0	0	0	1	0	1	0	0	3	1	0	1	1	5	1	0	0

Reform UK

0 - Would never consider voting for them	50	76	0	0	77	64	47	42	53	72	24	48	48	59	47	53	59	57	46	40
1	5	7	0	0	4	6	4	4	4	5	3	6	5	3	5	4	4	5	4	5
2	5	7	0	0	3	3	4	7	7	4	5	6	5	3	5	4	6	5	4	4
3	3	5	0	0	2	2	3	2	2	3	4	2	4	2	3	4	3	3	3	4
4	3	5	0	0	2	2	3	2	4	2	4	3	4	2	4	3	3	3	3	4
5	8	0	23	26	3	6	7	10	11	4	10	9	8	5	7	8	6	7	7	9
6	3	0	10	15	2	3	4	4	3	2	4	4	3	3	4	3	4	3	4	3
7	5	0	14	16	2	3	3	4	5	2	8	4	5	4	5	5	2	4	6	6
8	4	0	11	14	1	4	4	6	2	1	7	3	4	3	4	3	2	2	5	5
9	2	0	7	7	1	2	3	2	1	1	5	1	3	2	3	2	2	1	3	4
10 - Would definitely consider voting for them	12	0	36	22	2	5	17	18	9	3	25	11	11	14	14	10	4	9	16	17
TOTAL CURIOUS	34	0	101	100	11	23	38	44	31	13	59	32	34	31	37	31	20	26	41	44
Prefer not to say	1	0	0	0	1	0	1	0	0	1	0	3	1	0	1	2	5	1	1	0

			Social Grade			Region										Education			Ethnicity	
	Total	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	Low	Medium	High	White	Minority Ethnic
Weighted Sample	5346	3047	2299	195	568	466	404	446	527	615	713	540	278	444	150	1412	2136	1797	4424	762
Unweighted Sample	5346	3178	2168	224	584	493	410	473	522	594	690	502	218	488	148	1477	2076	1792	4490	679
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Labour																				
0 - Would never consider voting for them	35	30	42	36	35	37	42	39	39	21	39	37	34	32	33	52	38	19	38	19
1	6	5	6	6	6	7	8	4	6	4	6	4	7	7	6	7	6	4	6	5
2	5	5	5	4	4	4	4	6	4	4	6	4	7	9	7	5	6	5	5	4
3	6	6	6	4	6	3	7	7	5	6	6	6	6	6	5	4	5	7	5	8
4	5	5	5	5	4	4	5	3	5	6	5	5	6	7	5	4	6	5	5	6
5	12	12	11	14	8	12	9	9	14	15	12	13	14	12	11	9	12	13	11	15
6	6	7	6	4	6	4	6	6	5	9	7	7	4	9	9	4	6	9	6	11
7	6	8	5	6	5	9	5	7	8	7	6	3	4	9	6	4	5	9	6	10
8	6	7	4	4	10	6	4	6	5	6	5	5	5	5	10	3	5	9	6	7
9	3	3	2	4	3	2	1	4	3	4	1	4	3	2	2	1	2	5	3	4
10 - Would definitely consider voting for them	9	11	7	14	12	11	8	8	7	14	7	9	8	5	3	6	7	14	9	11
TOTAL CURIOUS	42	48	35	46	44	44	33	40	42	55	38	41	38	42	41	27	37	59	41	58
Prefer not to say	1	1	1	0	1	1	0	1	0	2	1	1	1	0	3	1	1	0	1	1
Liberal Democrats																				
0 - Would never consider voting for them	30	25	35	31	33	32	33	30	29	26	28	26	36	26	33	41	30	20	31	21
1	6	5	6	7	5	5	6	4	6	4	6	6	3	7	12	7	6	4	6	5
2	6	7	6	10	6	5	6	9	5	6	6	5	8	7	8	5	7	7	6	6
3	7	7	8	5	7	7	8	7	8	9	8	7	9	6	3	7	7	8	7	9
4	7	7	7	5	7	8	8	6	7	7	6	8	7	8	7	7	7	7	7	10
5	16	16	16	19	17	17	15	17	17	15	13	16	16	18	14	15	16	16	15	21
6	8	8	6	5	6	8	6	8	9	8	8	8	6	8	7	5	7	10	8	7
7	7	8	5	9	5	6	8	8	7	7	6	8	4	8	4	4	6	10	7	8
8	5	7	4	4	6	5	4	5	5	7	7	6	3	5	3	3	5	7	5	7
9	2	2	2	1	2	2	1	2	1	2	3	3	1	2	0	1	2	3	2	2
10 - Would definitely consider voting for them	5	6	4	3	5	4	4	3	5	6	8	6	5	4	4	3	5	7	5	4
TOTAL CURIOUS	43	47	37	41	41	42	38	43	44	45	45	47	35	45	32	31	41	53	42	49
Prefer not to say	1	1	1	0	1	2	0	2	0	2	1	1	1	0	5	1	2	1	1	2
Reform UK																				
0 - Would never consider voting for them	50	55	44	46	50	51	40	48	46	61	49	47	48	57	57	37	47	64	49	60
1	5	5	5	7	3	5	5	4	4	6	4	4	4	6	5	5	4	5	5	4
2	5	4	5	3	6	5	7	3	4	4	4	4	4	4	5	3	6	4	4	8
3	3	3	3	2	3	3	4	3	3	3	3	5	2	2	4	4	3	3	3	4
4	3	3	3	4	2	3	4	4	4	2	3	5	3	3	3	4	3	3	3	4
5	8	7	9	5	6	6	6	8	11	7	10	7	9	5	7	10	8	5	8	8
6	3	3	3	4	5	2	5	6	2	2	3	3	4	2	3	3	4	3	3	3
7	5	4	5	3	4	5	8	7	4	3	5	5	5	3	2	6	5	3	5	3
8	4	3	4	4	2	3	5	3	6	3	4	2	3	6	4	5	4	2	4	2
9	2	2	2	3	2	2	4	2	2	2	2	2	2	2	0	3	2	1	2	1
10 - Would definitely consider voting for them	12	10	15	17	14	13	13	12	13	5	13	14	15	9	8	18	12	6	13	3
TOTAL CURIOUS	34	29	38	36	33	31	41	38	38	22	37	33	38	27	24	45	35	20	35	20
Prefer not to say	1	1	2	1	2	1	1	1	1	2	1	1	1	1	3	1	2	1	1	1

Sample Size: 5346 adults in UK (18+)
Fieldwork: 12th - 27th March 2025

	Household Income					Savings Amount					Religion				House Tenure		
	Total	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Prefer Not to say	Own	Rent	Other
Weighted Sample	5346	928	1228	1046	775	1749	679	478	263	268	2830	1796	427	169	3138	1372	707
Unweighted Sample	5346	946	1292	1069	780	1742	677	489	266	299	2770	1928	389	155	3234	1445	568
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Labour

0 - Would never consider voting for them	35	42	37	27	25	33	29	31	30	37	34	40	31	38	38	33	31
1	6	7	6	5	5	6	4	5	6	5	5	8	5	5	6	5	5
2	5	5	5	6	5	6	6	6	4	6	5	5	5	2	5	4	5
3	6	5	6	6	6	5	8	5	9	7	5	6	8	5	6	5	5
4	5	5	5	5	6	5	5	4	7	4	5	5	4	7	5	5	5
5	12	11	12	10	11	11	9	11	11	10	12	10	10	22	11	12	14
6	6	5	6	8	8	6	9	10	4	4	7	5	11	6	5	8	8
7	6	3	7	8	9	7	8	8	4	7	7	5	5	5	6	7	7
8	6	5	5	7	9	7	8	6	8	5	6	5	8	2	5	6	7
9	3	2	2	4	4	3	2	4	5	5	3	3	1	3	3	3	3
10 - Would definitely consider voting for them	9	8	8	12	13	10	10	10	13	11	11	7	10	3	9	9	9
TOTAL CURIOUS	42	34	40	49	54	44	46	49	45	42	46	35	45	41	39	45	48
Prefer not to say	1	0	0	1	0	1	1	0	0	0	1	1	1	2	0	1	2

Liberal Democrats

0 - Would never consider voting for them	30	36	31	24	22	29	23	26	22	25	29	30	31	36	30	32	28
1	6	7	6	6	4	6	5	4	6	6	6	6	4	4	6	6	6
2	6	6	7	6	8	6	7	5	10	6	7	6	5	6	7	6	5
3	7	8	7	8	7	7	9	7	6	5	7	8	9	7	7	8	8
4	7	7	8	7	6	8	6	8	6	7	7	7	8	5	7	7	6
5	16	16	16	17	16	17	15	16	18	16	17	15	16	14	16	16	17
6	8	6	8	10	9	6	11	10	6	9	8	8	8	7	8	7	6
7	7	5	7	8	9	8	9	6	9	8	7	7	7	4	7	5	8
8	5	3	5	7	7	5	7	8	7	9	5	6	6	7	5	6	5
9	2	2	1	1	3	2	2	2	3	2	2	2	0	2	2	2	2
10 - Would definitely consider voting for them	5	4	4	5	9	5	6	6	6	8	6	4	3	4	5	4	6
TOTAL CURIOUS	43	36	41	48	53	43	50	48	49	52	45	42	40	38	43	40	44
Prefer not to say	1	0	1	1	1	1	1	0	1	0	1	1	1	2	0	1	3

Reform UK

0 - Would never consider voting for them	50	46	45	52	58	49	54	52	51	47	57	38	61	56	48	51	60
1	5	5	5	5	4	5	4	5	6	3	5	4	4	6	5	5	3
2	5	6	4	5	5	5	4	5	4	4	4	6	5	3	5	5	4
3	3	3	3	4	2	3	3	3	4	2	2	4	3	5	3	4	3
4	3	3	4	3	4	3	3	4	4	1	3	4	5	0	3	3	3
5	8	8	9	8	5	7	7	7	7	7	7	9	7	5	8	7	7
6	3	3	4	2	5	3	4	2	6	7	2	6	3	5	4	3	3
7	5	5	5	5	3	4	4	5	4	9	4	7	2	3	5	4	3
8	4	4	4	3	3	4	4	4	3	3	3	5	2	2	4	4	2
9	2	3	3	1	2	2	3	2	1	2	2	3	2	1	2	2	2
10 - Would definitely consider voting for them	12	14	12	11	9	13	9	11	11	13	11	15	5	13	13	11	9
TOTAL CURIOUS	34	37	37	30	27	33	31	31	32	41	29	45	21	29	36	31	26
Prefer not to say	1	0	1	1	0	1	1	0	0	0	1	1	2	2	1	2	3

Sample Size: 5346 adults in UK (18+)
Fieldwork: 12th - 27th March 2025

	Westminster VI					Vote in 2024 GE					Vote in 2019 GE					Vote in 2017 GE				
	Total	Con	Lab	Lib Dem	Ref UK	Green	Con	Lab	Lib Dem	Ref UK	Green	Con	Lab	Lib Dem	Green	Con	Lab	Lib Dem	UKIP	Green
Weighted Sample	5346	752	991	430	903	362	931	1326	481	561	308	1586	1098	361	158	1408	1073	271	114	142
Unweighted Sample	5346	629	1105	425	1094	330	657	2162	415	457	271	1547	1410	367	160	1369	1405	283	116	128
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Green Party

[Answered by N=4041]

0 - Would never consider voting for them	34	48	13	14	60	0	48	18	19	59	2	51	14	16	6	50	18	15	68	7
1	6	8	5	3	6	0	7	5	5	6	1	8	5	4	2	7	4	5	7	0
2	6	9	5	4	9	0	9	6	6	10	0	9	4	6	2	9	5	7	3	3
3	7	7	9	9	6	1	7	9	7	6	1	6	8	10	3	6	8	10	4	2
4	5	8	9	6	4	1	7	6	6	3	1	7	4	5	2	7	7	2	2	4
5	14	12	18	19	7	2	14	17	17	7	4	10	17	21	9	10	17	19	10	7
6	6	4	12	13	3	2	3	10	11	4	3	3	11	8	9	4	9	10	1	4
7	5	2	11	9	2	6	2	11	8	2	7	2	10	9	11	2	10	8	1	12
8	4	1	7	7	1	14	1	7	6	1	14	1	7	6	7	2	8	7	0	8
9	2	1	3	6	0	8	0	3	4	0	8	0	3	3	8	0	3	4	0	5
10 - Would definitely consider voting for them	10	1	7	9	2	67	2	9	9	2	59	2	16	12	42	2	11	12	4	49
TOTAL CURIOUS	41	21	58	63	15	99	22	57	55	16	95	18	64	59	86	20	58	60	16	85
Prefer not to say	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Now imagine that at the next UK general election the only parties that could realistically win in your constituency were the Conservatives or Labour, although other candidates and parties would still be on the ballot. How do you think you would vote in this situation?

[Shown to a random third of respondents; N=1738]

Conservative	24	97	1	8	26	1	82	7	11	24	4	59	4	6	8	61	5	11	30	3
Labour	26	1	95	41	1	28	3	70	36	2	29	7	64	44	21	8	58	47	1	19
Reform UK	11	0	0	0	64	0	6	4	4	59	2	18	5	5	8	16	9	5	64	17
Green	5	0	1	2	0	62	0	3	3	0	51	1	7	6	35	1	6	1	2	41
Liberal Democrat	4	0	1	40	0	1	3	1	25	0	4	1	4	18	15	2	3	23	0	5
Scottish National Party (SNP)	1	0	0	1	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0	0
Plaid Cymru	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Some other party	2	0	0	1	1	0	0	0	1	2	1	1	2	1	0	1	2	1	0	0
Would not vote	14	0	0	2	5	1	1	4	6	6	4	4	6	3	3	4	6	3	0	2
Don't know	9	0	0	5	2	3	4	6	12	5	5	6	7	15	11	6	10	8	3	13
Refused	3	2	1	0	0	3	0	3	2	2	1	1	2	0	0	1	1	0	0	0

Now imagine that at the next UK general election the only parties that could realistically win in your area were Reform UK or Labour, although other candidates and parties would still be on the ballot. How do you think you would vote in this situation?

[Shown to a random third of respondents; N=1841]

Labour	35	8	97	48	0	50	10	77	48	0	45	10	74	55	53	14	69	59	6	47
Reform UK	26	38	1	9	98	3	42	10	12	94	5	55	8	6	14	52	13	8	78	17
Conservative	6	42	0	1	1	0	30	1	2	0	0	18	1	2	0	20	1	2	4	0
Green	4	0	0	0	0	43	0	1	2	0	42	1	4	5	16	2	4	3	0	27
Liberal Democrat	3	0	0	33	0	0	3	1	19	0	4	2	2	18	2	1	2	17	2	2
Scottish National Party (SNP)	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Plaid Cymru	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	0
Some other party	1	1	0	0	0	0	1	0	2	1	1	1	1	1	0	1	1	0	0	0
Would not vote	12	3	0	3	0	3	3	4	3	1	2	5	2	2	12	4	4	2	5	7
Don't know	7	7	1	4	0	1	11	6	9	2	1	8	5	9	0	5	5	8	0	0
Refused	3	0	1	2	0	0	0	1	4	1	0	1	1	2	2	1	1	0	0	0

Sample Size: 5346 adults in UK (18+)
Fieldwork: 12th - 27th March 2025

		Reform Curious (5+)		Lab 24 -	Lab19 - Lab24	NotLab19 - Lab24	Seats where Labour won, Reform came second			Past vote 2016		Political Attention			Gender		Age			
	Total	Not Ref curious	Ref curious	Ref curious	(Labour Loyalist)	(Labour Joiner)		Red Wall	Blue Wall	Remain	Leave	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+
Weighted Sample	5346	3515	1771	198	735	370	644	285	396	1893	1903	1016	3207	1123	2593	2753	562	2208	1325	1250
Unweighted Sample	5346	2961	2344	1108	1085	751	698	302	407	1995	2042	555	3412	1379	2437	2909	346	2160	1411	1429
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Green Party

[Answered by N=4041]

0 - Would never consider voting for them	34	27	46	30	15	24	36	41	24	17	48	47	31	28	38	30	19	32	35	45
1	6	5	6	6	5	6	6	4	5	5	7	5	6	4	6	5	2	5	8	7
2	6	6	8	6	5	9	5	6	12	6	8	5	7	6	7	6	7	6	7	7
3	7	8	5	7	9	8	6	7	7	8	6	6	7	6	6	7	6	7	6	7
4	5	5	5	7	6	9	5	6	8	5	6	5	6	4	6	5	5	5	6	5
5	14	13	16	19	17	16	16	15	12	17	12	15	14	12	13	15	13	15	14	12
6	6	7	4	9	11	8	5	7	8	9	4	3	7	8	6	7	10	7	5	4
7	5	7	3	6	12	8	5	4	6	9	3	3	6	8	5	6	6	6	5	4
8	4	6	2	4	7	4	4	3	5	7	2	1	5	6	4	5	9	5	3	3
9	2	3	0	2	3	1	2	1	2	3	0	1	2	3	2	2	4	2	2	1
10 - Would definitely consider voting for them	10	13	4	5	10	8	10	6	10	15	3	8	9	15	8	11	20	11	8	5
TOTAL CURIOUS	41	49	29	45	60	45	42	36	43	60	24	31	43	52	38	46	62	46	37	29
Prefer not to say	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Now imagine that at the next UK general election the only parties that could realistically win in your constituency were the Conservatives or Labour, although other candidates and parties would still be on the ballot. How do you think you would vote in this situation?

[Shown to a random third of respondents; N=1738]

Conservative	24	19	36	18	4	15	20	28	32	16	42	22	27	20	25	24	10	15	29	43
Labour	26	36	6	34	82	55	31	23	34	48	9	7	27	43	26	27	33	31	26	16
Reform UK	11	1	33	27	3	7	16	13	11	3	22	10	12	11	14	8	4	10	14	13
Green	5	7	1	1	2	3	5	3	3	8	2	5	6	4	4	7	9	6	5	2
Liberal Democrat	4	5	1	1	1	2	3	2	6	7	2	1	4	6	4	4	3	3	4	5
Scottish National Party (SNP)	1	2	0	0	0	1	0	0	0	3	0	0	1	3	1	2	1	2	2	1
Plaid Cymru	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	1	0	0	1
Some other party	2	2	2	1	0	1	2	1	1	1	3	2	2	2	2	2	2	2	2	2
Would not vote	14	15	10	6	2	6	11	17	6	3	9	32	11	4	13	14	22	17	8	8
Don't know	9	9	8	11	4	10	7	14	5	9	8	16	8	5	7	10	10	8	10	8
Refused	3	3	2	1	1	3	4	1	1	1	2	5	3	0	3	3	6	4	0	1

Now imagine that at the next UK general election the only parties that could realistically win in your area were Reform UK or Labour, although other candidates and parties would still be on the ballot. How do you think you would vote in this situation?

[Shown to a random third of respondents; N=1841]

Labour	35	49	5	21	85	61	34	31	44	55	16	17	35	52	35	35	42	38	32	27
Reform UK	26	4	74	57	7	20	32	34	22	8	55	21	30	22	29	24	12	18	37	37
Conservative	6	7	5	4	1	2	4	4	12	5	9	5	7	5	6	6	0	4	7	12
Green	4	5	1	1	0	2	4	3	1	6	1	5	2	6	4	3	5	5	2	1
Liberal Democrat	3	4	1	1	1	3	3	6	0	4	2	2	4	2	3	3	5	3	2	4
Scottish National Party (SNP)	1	2	0	0	0	0	0	0	0	2	0	0	1	3	2	1	3	1	1	1
Plaid Cymru	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	1	0	0
Some other party	1	2	0	1	0	0	1	0	1	3	1	0	2	2	2	1	0	1	2	2
Would not vote	12	15	5	3	2	2	12	11	9	7	6	28	10	4	12	12	19	15	10	6
Don't know	7	7	7	11	4	9	6	8	6	8	6	13	7	3	4	11	5	9	6	8
Refused	3	3	1	1	1	0	2	3	5	2	3	9	2	1	3	3	9	4	1	1

Sample Size: 5346 adults in UK (18+)
Fieldwork: 12th - 27th March 2025

	Social Grade			Region												Education			Ethnicity	
	Total	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	Low	Medium	High	White	Minority Ethnic
Weighted Sample	5346	3047	2299	195	568	466	404	446	527	615	713	540	278	444	150	1412	2136	1797	4424	762
Unweighted Sample	5346	3178	2168	224	584	493	410	473	522	594	690	502	218	488	148	1477	2076	1792	4490	679
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Green Party

[Answered by N=4041]

0 - Would never consider voting for them	34	29	40	30	33	36	39	33	32	26	34	31	41	39	34	45	36	21	36	22
1	6	5	6	10	4	3	6	8	4	5	5	5	6	6	10	7	5	5	6	5
2	6	6	6	8	7	5	8	7	9	7	4	5	6	6	10	7	7	5	7	5
3	7	8	6	9	7	5	7	4	6	8	7	8	7	7	8	5	7	7	7	8
4	5	5	5	4	4	7	3	11	3	5	7	5	5	5	1	6	4	6	5	7
5	14	14	14	16	18	16	13	12	17	16	14	13	8	9	14	14	14	14	13	20
6	6	7	6	5	6	10	6	8	7	7	6	4	3	5	3	5	6	8	6	8
7	5	7	4	5	6	7	5	7	4	6	6	5	3	4	7	3	5	8	5	7
8	4	5	3	4	4	4	3	3	6	6	4	8	4	3	2	2	4	6	4	5
9	2	2	2	2	2	1	2	1	3	2	2	3	2	2	1	1	2	3	2	3
10 - Would definitely consider voting for them	10	11	8	8	9	7	9	7	10	12	9	12	15	12	10	5	9	15	10	11
TOTAL CURIOUS	41	46	37	40	45	45	38	38	47	49	41	45	35	35	37	30	40	54	40	54
Prefer not to say	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Now imagine that at the next UK general election the only parties that could realistically win in your constituency were the Conservatives or Labour, although other candidates and parties would still be on the ballot. How do you think you would vote in this situation?

[Shown to a random third of respondents; N=1738]

Conservative	24	26	22	28	20	23	34	30	23	24	24	24	22	19	22	32	26	16	26	17
Labour	26	31	21	24	30	31	18	22	20	38	26	28	28	23	22	14	21	42	25	34
Reform UK	11	10	13	21	16	10	12	11	18	4	9	9	14	11	6	15	13	7	13	2
Green	5	5	5	2	6	4	5	5	11	6	5	6	2	3	0	4	3	9	5	7
Liberal Democrat	4	4	4	3	1	1	4	2	5	4	7	5	4	6	2	4	4	4	4	4
Scottish National Party (SNP)	1	2	1	0	0	0	0	0	0	0	0	1	0	16	0	1	1	2	2	1
Plaid Cymru	0	0	0	0	0	0	0	0	0	0	0	0	7	0	0	0	0	1	0	0
Some other party	2	2	2	0	3	2	2	1	1	1	2	2	0	0	23	2	2	3	2	5
Would not vote	14	10	18	11	17	19	14	17	9	10	13	11	11	16	15	16	16	9	13	17
Don't know	9	8	10	10	5	9	8	8	11	8	11	13	8	6	10	9	10	6	9	9
Refused	3	2	4	1	3	3	4	3	3	4	4	1	4	0	0	4	3	2	2	5

Now imagine that at the next UK general election the only parties that could realistically win in your area were Reform UK or Labour, although other candidates and parties would still be on the ballot. How do you think you would vote in this situation?

[Shown to a random third of respondents; N=1841]

Labour	35	42	25	47	36	34	33	32	36	43	30	34	25	35	35	21	29	52	33	46
Reform UK	26	23	31	28	25	24	30	29	26	20	30	29	35	20	18	38	26	18	29	9
Conservative	6	6	6	6	7	2	11	4	6	6	9	7	5	4	2	6	7	5	6	5
Green	4	4	3	1	5	4	7	5	2	5	2	3	7	1	2	3	3	6	4	4
Liberal Democrat	3	4	2	5	3	2	2	3	3	3	7	3	0	3	0	3	4	2	3	5
Scottish National Party (SNP)	1	1	2	0	0	0	0	0	0	0	0	0	0	16	0	1	2	1	2	1
Plaid Cymru	0	0	0	0	0	0	0	0	0	0	0	0	6	0	0	1	0	0	0	0
Some other party	1	1	2	0	1	3	0	1	1	1	1	1	0	1	28	1	2	2	2	1
Would not vote	12	9	16	13	12	23	9	11	12	11	8	11	16	11	9	13	16	7	11	17
Don't know	7	7	8	0	6	7	7	10	8	7	9	11	5	6	2	10	8	5	8	8
Refused	3	2	5	0	6	1	1	5	5	5	4	2	0	3	4	4	4	2	3	5

Sample Size: 5346 adults in UK (18+)
Fieldwork: 12th - 27th March 2025

	Household Income					Savings Amount					Religion				House Tenure		
	Total	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Prefer Not to say	Own	Rent	Other
Weighted Sample	5346	928	1228	1046	775	1749	679	478	263	268	2830	1796	427	169	3138	1372	707
Unweighted Sample	5346	946	1292	1069	780	1742	677	489	266	299	2770	1928	389	155	3234	1445	568
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Green Party

[Answered by N=4041]

0 - Would never consider voting for them	34	39	36	27	28	32	26	31	36	32	33	37	30	30	35	33	31
1	6	7	5	6	5	5	6	5	6	7	5	7	4	2	6	5	3
2	6	5	6	8	6	6	5	5	6	10	6	8	3	7	7	6	6
3	7	5	8	7	9	6	9	8	8	7	6	7	9	4	7	7	7
4	5	5	5	7	5	6	4	5	6	10	5	6	3	7	5	4	6
5	14	15	16	13	14	14	13	16	12	12	14	14	17	19	14	14	16
6	6	5	6	7	7	8	7	5	6	6	6	6	7	7	6	7	7
7	5	3	5	7	6	5	7	7	6	6	6	4	7	6	6	5	5
8	4	4	4	5	6	4	6	6	4	3	5	3	4	2	4	5	5
9	2	2	1	2	2	2	4	2	1	2	2	1	2	5	2	3	3
10 - Would definitely consider voting for them	10	10	8	11	11	11	12	10	8	5	12	6	13	11	8	12	12
TOTAL CURIOUS	41	39	40	45	46	44	49	46	37	34	45	34	50	50	40	46	48
Prefer not to say	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Now imagine that at the next UK general election the only parties that could realistically win in your constituency were the Conservatives or Labour, although other candidates and parties would still be on the ballot. How do you think you would vote in this situation?

[Shown to a random third of respondents; N=1738]

Conservative	24	23	30	22	27	20	26	27	30	43	18	35	22	24	32	16	11
Labour	26	21	22	35	38	25	33	35	36	28	30	23	26	14	27	24	31
Reform UK	11	12	12	12	6	11	9	12	12	10	11	14	3	2	12	10	10
Green	5	6	4	5	8	5	8	8	3	2	7	3	5	5	4	7	8
Liberal Democrat	4	4	3	5	3	4	5	5	1	6	4	4	4	4	5	3	2
Scottish National Party (SNP)	1	1	1	3	1	1	1	0	5	1	1	1	1	2	1	2	1
Plaid Cymru	0	0	1	0	0	0	1	0	0	1	0	0	0	0	0	0	0
Some other party	2	2	1	2	5	2	2	2	3	1	2	2	4	1	2	2	3
Would not vote	14	16	15	9	7	20	9	7	3	3	15	8	24	12	7	21	20
Don't know	9	9	9	7	4	8	4	4	6	5	9	8	7	25	8	11	9
Refused	3	4	2	1	1	2	2	0	1	0	3	2	5	9	1	4	5

Now imagine that at the next UK general election the only parties that could realistically win in your area were Reform UK or Labour, although other candidates and parties would still be on the ballot. How do you think you would vote in this situation?

[Shown to a random third of respondents; N=1841]

Labour	35	29	32	43	46	41	41	39	34	35	39	26	41	28	35	32	36
Reform UK	26	27	32	24	20	21	28	31	28	32	23	37	9	26	31	22	18
Conservative	6	6	8	6	6	5	9	7	9	13	5	9	8	1	8	4	2
Green	4	3	2	5	6	5	3	1	3	1	5	2	5	0	3	4	5
Liberal Democrat	3	3	2	3	4	3	5	3	2	4	3	4	4	2	3	3	3
Scottish National Party (SNP)	1	2	1	2	1	3	2	0	2	0	2	1	1	0	1	2	2
Plaid Cymru	0	1	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0
Some other party	1	2	2	0	1	1	1	1	4	3	1	2	1	1	1	2	0
Would not vote	12	12	11	9	9	14	3	13	12	4	13	8	19	19	8	18	17
Don't know	7	10	9	7	5	5	5	5	6	3	7	8	6	19	7	9	5
Refused	3	5	2	1	2	3	2	0	0	4	2	3	7	5	1	3	11

Sample Size: 5346 adults in UK (18+)
Fieldwork: 12th - 27th March 2025

		Westminster VI					Vote in 2024 GE					Vote in 2019 GE				Vote in 2017 GE				
Total		Con	Lab	Lib Dem	Ref UK	Green	Con	Lab	Lib Dem	Ref UK	Green	Con	Lab	Lib Dem	Green	Con	Lab	Lib Dem	UKIP	Green
Weighted Sample	5346	752	991	430	903	362	931	1326	481	561	308	1586	1098	361	158	1408	1073	271	114	142
Unweighted Sample	5346	629	1105	425	1094	330	657	2162	415	457	271	1547	1410	367	160	1369	1405	283	116	128
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Now imagine that at the next UK general election the only parties that could realistically win in your area were the Green Party or Labour, although other candidates and parties would still be on the ballot. How do you think you would vote in this situation?

[Shown to a random third of respondents; N=1768]

Green	24	18	15	44	12	96	19	24	33	10	84	17	32	34	68	19	30	33	3	64
Labour	21	7	78	18	4	1	8	52	24	2	4	10	50	26	12	10	48	26	4	16
Reform UK	14	2	1	0	71	0	13	4	2	60	2	23	5	0	4	22	6	2	72	4
Conservative	10	61	0	1	1	0	40	1	4	8	1	25	1	8	0	25	2	3	4	0
Liberal Democrat	3	1	1	33	0	0	1	2	22	1	1	2	3	25	0	3	2	22	0	0
Scottish National Party (SNP)	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Plaid Cymru	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Some other party	1	0	0	0	1	0	1	1	1	3	0	2	0	0	0	2	0	0	0	0
Would not vote	13	6	1	1	10	0	5	4	6	8	5	11	2	1	10	10	4	4	11	10
Don't know	9	4	4	3	1	1	11	9	8	5	2	9	6	6	7	8	7	11	3	7
Refused	3	1	1	0	1	0	0	2	0	3	1	1	2	0	0	1	1	0	3	0

Do you have a positive or negative opinion of the following people and politicians?

Keir Starmer

Very negative	28	33	2	9	69	19	37	10	12	70	18	43	12	7	14	40	15	6	79	22
Fairly negative	22	37	6	24	20	28	34	14	20	17	27	28	16	17	17	29	17	17	10	23
TOTAL NEGATIVE	50	70	8	33	89	47	71	24	32	87	45	71	28	24	31	69	32	23	89	45
Neither positive nor negative	25	18	23	33	8	35	19	27	31	9	33	17	26	32	37	18	25	28	8	26
Fairly positive	19	10	50	28	2	17	9	37	28	4	18	9	34	34	27	11	32	41	2	23
Very positive	5	1	20	6	0	1	1	12	8	0	3	2	11	10	5	2	11	8	1	5
TOTAL POSITIVE	24	11	70	34	2	18	10	49	36	4	21	11	45	44	32	13	43	49	3	28
I don't know this person	2	1	0	1	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0

Volodymyr Zelenskyy

Very negative	6	3	2	3	12	3	3	4	4	16	3	6	5	1	3	6	4	3	12	4
Fairly negative	7	8	2	4	15	6	6	5	3	14	7	8	5	2	6	8	5	2	14	7
TOTAL NEGATIVE	13	11	4	7	27	9	9	9	7	30	10	14	10	3	9	14	9	5	26	11
Neither positive nor negative	21	20	15	17	25	19	19	18	16	26	22	19	19	13	14	19	17	12	19	13
Fairly positive	30	34	33	32	22	36	32	32	31	23	37	31	32	31	41	32	32	30	19	35
Very positive	30	33	44	42	22	34	37	38	43	19	30	33	37	50	34	33	38	52	31	39
TOTAL POSITIVE	60	67	77	74	44	70	69	70	74	42	67	64	69	81	75	65	70	82	50	74
I don't know this person	6	3	3	2	4	2	2	3	3	3	3	3	3	3	2	3	3	1	4	2

Vladimir Putin

Very negative	79	82	85	89	69	90	84	85	88	65	87	82	84	91	88	83	85	90	74	88
Fairly negative	10	11	6	6	15	6	9	8	6	17	8	10	7	5	6	9	7	6	12	5
TOTAL NEGATIVE	89	93	91	95	84	96	93	93	94	82	95	92	91	96	94	92	92	96	86	93
Neither positive nor negative	7	4	6	2	11	3	4	5	3	12	4	6	6	4	4	5	6	3	6	5
Fairly positive	2	2	2	1	3	1	1	1	2	4	0	2	2	0	1	1	1	0	7	1
Very positive	1	1	0	0	2	1	0	0	0	2	0	0	0	0	0	0	0	0	1	0
TOTAL POSITIVE	3	3	2	1	5	2	1	1	2	6	0	2	2	0	1	1	1	0	8	1
I don't know this person	1	0	0	1	0	0	0	0	1	0	1	0	1	0	1	0	1	1	0	1

Elon Musk

Very negative	60	54	79	77	33	86	55	76	78	31	83	52	80	77	74	54	77	81	52	77
Fairly negative	16	21	11	16	19	9	21	12	14	16	9	19	10	17	13	19	12	13	11	14
TOTAL NEGATIVE	76	75	90	93	52	95	76	88	92	47	92	71	90	94	87	73	89	94	63	91
Neither positive nor negative	13	15	6	4	20	3	14	6	4	23	6	15	6	4	8	14	7	3	12	5
Fairly positive	6	5	3	2	15	1	5	3	2	17	1	8	2	1	3	7	2	1	16	2
Very positive	4	3	2	0	13	0	4	1	1	12	0	5	1	1	1	5	1	2	9	1
TOTAL POSITIVE	10	8	5	2	28	1	9	4	3	29	1	13	3	2	4	12	3	3	25	3
I don't know this person	2	2	0	1	1	0	1	1	2	1	1	1	1	0	0	1	1	1	0	1

		Reform Curious (5+)		Lab 24 -	Lab19 - Lab24	NotLab19 - Lab24	Seats where Labour			Past vote 2016		Political Attention			Gender		Age			
	Total	Not Ref curious	Ref curious	Ref curious	(Labour Loyalist)	(Labour Joiner)	won, Reform came second	Red Wall	Blue Wall	Remain	Leave	Low (0-2)	Medium (3- 7)	High (8- 10)	Male	Female	18-24	25-49	50-64	65+
Weighted Sample	5346	3515	1771	198	735	370	644	285	396	1893	1903	1016	3207	1123	2593	2753	562	2208	1325	1250
Unweighted Sample	5346	2961	2344	1108	1085	751	698	302	407	1995	2042	555	3412	1379	2437	2909	346	2160	1411	1429
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Now imagine that at the next UK general election the only parties that could realistically win in your area were the Green Party or Labour, although other candidates and parties would still be on the ballot. How do you think you would vote in this situation?

[Shown to a random third of respondents; N=1768]

Green	24	28	16	20	22	28	19	23	30	31	18	14	26	27	18	29	36	24	23	20
Labour	21	28	9	35	63	39	23	17	25	30	14	15	21	29	25	18	25	24	22	15
Reform UK	14	1	37	21	3	5	21	24	7	4	28	13	13	16	17	10	8	10	16	19
Conservative	10	10	10	4	0	3	6	3	10	11	12	8	10	10	9	10	4	7	9	19
Liberal Democrat	3	4	2	2	1	4	1	2	4	5	3	4	3	4	4	3	3	4	2	4
Scottish National Party (SNP)	1	1	0	0	0	1	0	0	0	1	0	0	1	1	1	1	2	0	1	1
Plaid Cymru	0	1	0	0	0	0	3	2	0	1	0	0	0	0	1	0	0	0	0	1
Some other party	1	1	2	0	0	1	1	1	0	1	2	2	1	2	2	1	1	1	2	2
Would not vote	13	13	13	7	2	6	16	15	12	6	13	27	13	4	13	14	7	16	15	10
Don't know	9	9	8	9	7	12	6	13	12	9	8	11	9	6	7	11	6	9	9	9
Refused	3	2	3	1	2	2	4	0	0	1	1	5	3	2	3	3	8	5	1	0

Do you have a positive or negative opinion of the following people and politicians?

Keir Starmer

Very negative	28	16	52	30	8	13	33	35	22	13	47	36	26	24	30	25	13	23	34	35
Fairly negative	22	21	23	25	12	15	20	21	22	20	24	19	23	19	19	24	21	20	22	25
TOTAL NEGATIVE	50	37	75	55	20	28	53	56	44	33	71	55	49	43	49	49	34	43	56	60
Neither positive nor negative	25	29	16	21	25	27	23	26	25	28	17	27	27	19	23	27	33	29	20	19
Fairly positive	19	26	6	15	41	35	18	15	24	31	9	11	20	26	21	17	24	21	18	16
Very positive	5	6	2	9	14	9	5	3	6	8	2	1	4	12	6	4	4	4	6	4
TOTAL POSITIVE	24	32	8	24	55	44	23	18	30	39	11	12	24	38	27	21	28	25	24	20
I don't know this person	2	2	1	0	0	0	2	0	2	0	1	6	1	0	1	2	6	2	0	0

Volodymyr Zelenskyy

Very negative	6	5	9	7	4	2	7	8	6	3	9	8	5	6	8	5	4	7	7	5
Fairly negative	7	5	12	8	4	4	9	8	6	4	9	9	7	7	8	6	8	9	7	5
TOTAL NEGATIVE	13	10	21	15	8	6	16	16	12	7	18	17	12	13	16	11	12	16	14	10
Neither positive nor negative	21	18	26	27	16	14	24	24	20	16	21	26	21	17	22	19	24	25	19	14
Fairly positive	30	32	26	30	33	33	26	28	31	34	27	21	33	29	28	31	31	29	30	30
Very positive	30	35	22	25	39	43	26	26	33	39	30	19	31	40	31	30	20	23	34	44
TOTAL POSITIVE	60	67	48	55	72	76	52	54	64	73	57	40	64	69	59	61	51	52	64	74
I don't know this person	6	5	5	4	3	4	7	6	4	3	4	17	4	0	2	8	13	7	3	2

Vladimir Putin

Very negative	79	84	68	72	86	90	75	80	81	86	79	73	80	79	75	82	68	73	82	89
Fairly negative	10	8	14	12	6	7	10	10	9	8	11	11	10	10	12	9	13	12	10	7
TOTAL NEGATIVE	89	92	82	84	92	97	85	90	90	94	90	84	90	89	87	91	81	85	92	96
Neither positive nor negative	7	5	11	11	5	2	11	6	6	4	7	10	6	8	9	6	12	9	6	3
Fairly positive	2	1	3	4	2	1	2	2	1	1	2	2	2	2	3	1	1	3	1	1
Very positive	1	0	1	1	0	0	1	1	1	0	1	1	1	1	1	0	2	1	1	0
TOTAL POSITIVE	3	1	4	5	2	1	3	3	2	1	3	3	3	3	4	1	3	4	2	1
I don't know this person	1	1	1	1	0	0	2	1	1	0	1	4	1	0	1	2	3	2	1	0

Elon Musk

Very negative	60	72	36	46	81	73	59	54	64	76	51	44	62	68	56	63	59	54	61	68
Fairly negative	16	14	20	20	9	17	13	18	17	13	19	21	17	10	13	10	13	18	16	15
TOTAL NEGATIVE	76	86	56	66	90	90	72	72	81	89	70	65	79	78	71	80	72	72	77	83
Neither positive nor negative	13	9	21	15	6	6	13	16	12	7	15	21	12	10	14	12	16	14	13	10
Fairly positive	6	2	12	13	3	2	6	6	4	2	8	6	5	7	8	3	7	7	5	3
Very positive	4	1	8	5	1	1	5	4	2	2	5	3	3	5	5	2	2	4	4	2
TOTAL POSITIVE	10	3	20	18	4	3	11	10	6	4	13	9	8	12	13	5	9	11	9	5
I don't know this person	2	1	2	1	0	0	3	2	1	0	2	5	1	0	1	3	3	2	1	1

	Social Grade			Region												Education			Ethnicity	
	Total	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	Low	Medium	High	White	Minority Ethnic
Weighted Sample	5346	3047	2299	195	568	466	404	446	527	615	713	540	278	444	150	1412	2136	1797	4424	762
Unweighted Sample	5346	3178	2168	224	584	493	410	473	522	594	690	502	218	488	148	1477	2076	1792	4490	679
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Now imagine that at the next UK general election the only parties that could realistically win in your area were the Green Party or Labour, although other candidates and parties would still be on the ballot. How do you think you would vote in this situation?

[Shown to a random third of respondents; N=1768]

Green	24	26	21	26	19	22	23	26	24	24	27	28	22	22	20	16	22	32	23	25
Labour	21	24	18	25	26	27	13	23	15	28	19	16	25	17	29	15	18	30	20	30
Reform UK	14	12	16	23	17	15	23	13	15	3	14	12	21	10	6	22	14	7	15	5
Conservative	10	10	9	5	9	7	10	5	19	7	12	16	5	7	3	11	11	8	10	9
Liberal Democrat	3	4	3	0	4	2	1	4	1	4	5	6	4	7	0	2	4	4	3	4
Scottish National Party (SNP)	1	1	0	0	0	0	0	0	0	0	0	0	0	10	3	0	0	2	1	1
Plaid Cymru	0	0	0	0	0	0	0	0	0	0	0	0	6	0	0	0	0	0	0	0
Some other party	1	1	1	2	1	1	1	1	0	1	4	0	0	0	9	0	2	1	1	1
Would not vote	13	11	16	11	16	15	16	17	14	14	10	8	4	16	18	21	13	7	14	8
Don't know	9	8	10	7	5	10	7	9	9	11	6	13	12	9	6	7	11	7	9	9
Refused	3	2	5	2	3	1	6	1	3	8	4	0	2	2	5	4	3	2	2	7

Do you have a positive or negative opinion of the following people and politicians?

Keir Starmer

Very negative	28	23	33	31	31	30	30	28	27	21	27	27	29	29	21	42	28	16	29	18
Fairly negative	22	21	23	23	20	23	24	21	22	17	21	23	25	24	21	21	23	20	22	18
TOTAL NEGATIVE	50	44	56	54	51	53	54	49	49	38	48	50	54	53	42	63	51	36	51	36
Neither positive nor negative	25	26	24	24	20	23	28	24	27	28	26	26	26	23	27	21	25	28	24	33
Fairly positive	19	23	14	18	22	18	13	21	17	25	21	18	12	19	25	11	18	27	19	23
Very positive	5	6	3	3	6	5	4	4	5	8	4	4	6	3	4	3	4	7	5	6
TOTAL POSITIVE	24	29	17	21	28	23	17	25	22	33	25	22	18	22	29	14	22	34	24	29
I don't know this person	2	1	3	0	2	2	2	2	3	1	2	1	2	1	1	2	2	0	2	2

Volodymyr Zelenskyy

Very negative	6	5	7	5	8	7	7	4	6	7	4	5	5	8	6	8	6	4	5	11
Fairly negative	7	7	8	10	8	9	5	5	8	9	6	7	4	9	6	8	7	7	7	10
TOTAL NEGATIVE	13	12	15	15	16	16	12	9	14	16	10	12	9	17	12	16	13	11	12	21
Neither positive nor negative	21	20	23	21	23	19	22	24	16	25	21	22	20	16	16	22	20	21	19	30
Fairly positive	30	32	27	32	25	29	31	35	32	29	32	25	28	32	28	25	30	33	31	24
Very positive	30	32	28	25	30	29	30	27	28	26	31	35	34	33	43	29	30	32	33	19
TOTAL POSITIVE	60	64	55	57	55	58	61	62	60	55	63	60	62	65	71	54	60	65	64	43
I don't know this person	6	4	7	6	6	6	5	5	9	4	6	5	8	3	0	8	7	3	5	6

Vladimir Putin

Very negative	79	81	75	83	77	79	80	78	79	70	79	80	83	81	83	78	77	82	82	58
Fairly negative	10	10	11	8	9	12	8	11	12	12	11	9	8	10	10	9	12	9	9	17
TOTAL NEGATIVE	89	91	86	91	86	91	88	89	91	82	90	89	91	91	93	87	89	91	91	75
Neither positive nor negative	7	6	8	8	9	4	8	9	4	12	5	9	5	5	8	8	8	6	5	18
Fairly positive	2	2	2	1	2	2	2	1	1	3	2	1	0	3	0	3	1	2	1	5
Very positive	1	1	1	0	2	1	0	1	1	2	0	0	0	0	0	1	1	0	1	1
TOTAL POSITIVE	3	3	3	1	4	3	2	2	2	5	2	1	0	3	0	4	2	2	2	6
I don't know this person	1	1	2	0	2	1	1	1	2	1	1	1	4	0	0	2	2	1	1	2

Elon Musk

Very negative	60	63	55	64	58	59	54	57	56	59	63	60	63	63	69	54	57	68	61	53
Fairly negative	16	16	16	12	14	19	20	18	18	15	15	17	16	14	19	18	17	14	17	16
TOTAL NEGATIVE	76	79	71	76	72	78	74	75	74	74	78	77	79	77	88	72	74	82	78	69
Neither positive nor negative	13	11	16	13	16	11	14	14	16	14	13	11	10	11	5	15	15	9	12	18
Fairly positive	6	5	6	7	6	4	7	5	4	6	5	7	4	7	4	6	6	4	5	6
Very positive	4	4	4	4	4	5	3	5	3	5	3	2	3	4	3	4	3	4	3	6
TOTAL POSITIVE	10	9	10	11	10	9	10	10	7	11	8	9	7	11	7	10	9	8	8	12
I don't know this person	2	1	3	1	2	3	2	2	3	1	2	2	4	1	0	4	2	0	2	1

	Household Income					Savings Amount					Religion				House Tenure		
	Total	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Prefer Not to say	Own	Rent	Other
Weighted Sample	5346	928	1228	1046	775	1749	679	478	263	268	2830	1796	427	169	3138	1372	707
Unweighted Sample	5346	946	1292	1069	780	1742	677	489	266	299	2770	1928	389	155	3234	1445	568
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Now imagine that at the next UK general election the only parties that could realistically win in your area were the Green Party or Labour, although other candidates and parties would still be on the ballot. How do you think you would vote in this situation?

[Shown to a random third of respondents; N=1768]

Green	24	22	23	26	26	22	31	24	23	19	26	19	26	31	23	24	25
Labour	21	18	22	26	25	25	24	25	24	23	21	22	27	15	20	20	27
Reform UK	14	20	14	12	11	15	10	12	15	13	12	20	5	10	15	14	9
Conservative	10	7	11	8	15	9	7	11	11	28	8	14	15	2	14	5	3
Liberal Democrat	3	4	3	6	3	2	6	7	6	4	4	3	2	5	3	3	4
Scottish National Party (SNP)	1	1	0	2	1	1	2	1	0	1	1	1	1	0	1	1	1
Plaid Cymru	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0
Some other party	1	0	2	3	0	2	0	3	0	0	2	1	1	0	2	1	1
Would not vote	13	17	14	9	9	12	11	8	12	6	16	10	11	20	12	16	16
Don't know	9	10	6	6	8	8	7	9	7	5	9	9	4	13	8	9	10
Refused	3	2	2	2	2	3	2	0	2	0	3	2	7	4	2	5	3

Do you have a positive or negative opinion of the following people and politicians?

Keir Starmer

Very negative	28	36	28	22	19	28	20	22	20	24	26	32	25	23	28	30	22
Fairly negative	22	20	25	21	22	21	26	22	20	24	21	23	23	23	23	19	20
TOTAL NEGATIVE	50	56	53	43	41	49	46	44	40	48	47	55	48	46	51	49	42
Neither positive nor negative	25	24	24	25	24	27	26	24	27	17	26	22	25	34	23	28	28
Fairly positive	19	13	17	25	28	18	23	27	26	26	20	17	21	15	20	16	22
Very positive	5	4	5	6	7	5	4	5	7	9	5	5	6	3	5	4	4
TOTAL POSITIVE	24	17	22	31	35	23	27	32	33	35	25	22	27	18	25	20	26
I don't know this person	2	3	1	1	0	2	1	0	0	0	2	1	1	2	1	3	4

Volodymyr Zelenskyy

Very negative	6	8	5	4	5	7	4	4	2	3	4	7	13	8	5	8	7
Fairly negative	7	8	8	8	7	9	7	5	4	5	7	8	10	8	6	9	9
TOTAL NEGATIVE	13	16	13	12	12	16	11	9	6	8	11	15	23	16	11	17	16
Neither positive nor negative	21	23	21	21	18	23	18	15	17	20	20	19	30	28	19	23	23
Fairly positive	30	26	30	33	33	28	33	38	37	31	30	31	24	28	31	29	26
Very positive	30	28	32	30	35	28	34	34	38	42	33	32	17	24	35	23	25
TOTAL POSITIVE	60	54	62	63	68	56	67	72	75	73	63	63	41	52	66	52	51
I don't know this person	6	8	4	4	2	5	3	4	1	0	7	3	5	5	3	8	10

Vladimir Putin

Very negative	79	75	79	80	81	75	81	86	85	86	83	78	59	74	83	72	72
Fairly negative	10	12	11	9	11	12	11	7	8	7	9	12	14	13	9	13	12
TOTAL NEGATIVE	89	87	90	89	92	87	92	93	93	93	92	90	73	87	92	85	84
Neither positive nor negative	7	8	7	8	6	9	6	4	4	5	5	7	17	9	5	9	11
Fairly positive	2	2	2	2	2	2	1	3	2	2	1	2	5	1	1	3	3
Very positive	1	1	1	1	1	1	0	0	0	1	0	1	2	2	0	1	1
TOTAL POSITIVE	3	3	3	3	3	3	1	3	2	3	1	3	7	3	1	4	4
I don't know this person	1	2	1	1	0	1	1	0	1	0	2	1	2	1	1	2	2

Elon Musk

Very negative	60	57	57	60	62	56	61	61	65	69	64	56	53	55	62	56	59
Fairly negative	16	16	19	17	17	16	20	18	18	15	15	19	19	19	17	15	16
TOTAL NEGATIVE	76	73	76	77	79	72	81	79	83	84	79	75	72	74	79	71	75
Neither positive nor negative	13	12	13	13	11	14	9	13	7	7	11	14	17	19	12	15	14
Fairly positive	6	6	6	6	5	8	5	4	5	5	5	6	6	4	5	7	5
Very positive	4	4	3	3	4	4	4	4	3	3	3	4	4	3	3	4	4
TOTAL POSITIVE	10	10	9	9	9	12	9	8	8	8	8	10	10	7	8	11	9
I don't know this person	2	4	1	1	0	2	1	0	1	1	2	2	2	0	1	3	2

Sample Size: 5346 adults in UK (18+)
Fieldwork: 12th - 27th March 2025

		Westminster VI					Vote in 2024 GE					Vote in 2019 GE					Vote in 2017 GE				
		Total	Con	Lab	Lib Dem	Ref UK	Green	Con	Lab	Lib Dem	Ref UK	Green	Con	Lab	Lib Dem	Green	Con	Lab	Lib Dem	UKIP	Green
Weighted Sample		5346	752	991	430	903	362	931	1326	481	561	308	1586	1098	361	158	1408	1073	271	114	142
Unweighted Sample		5346	629	1105	425	1094	330	657	2162	415	457	271	1547	1410	367	160	1369	1405	283	116	128
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Donald Trump																					
	Very negative	62	53	81	82	30	89	54	78	79	26	85	50	82	83	77	52	79	84	50	81
	Fairly negative	15	22	10	12	17	6	19	11	13	19	9	19	10	12	14	19	11	11	7	12
	TOTAL NEGATIVE	77	75	91	94	47	95	73	89	92	45	94	69	92	95	91	71	90	95	57	93
	Neither positive nor negative	10	13	5	3	16	3	14	5	3	17	4	13	4	3	5	12	5	3	13	2
	Fairly positive	7	9	2	3	19	1	9	3	4	21	2	11	2	1	4	11	3	1	13	5
	Very positive	5	3	2	0	18	0	5	2	0	17	0	7	2	1	1	6	2	2	17	1
	TOTAL POSITIVE	12	12	4	3	37	1	14	5	4	38	2	18	4	2	5	17	5	3	30	6
	I don't know this person	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Nigel Farage																					
	Very negative	42	22	73	64	2	78	21	66	58	4	72	18	72	65	64	21	65	65	5	65
	Fairly negative	17	24	13	19	5	14	21	15	22	9	15	18	13	18	15	20	14	18	2	12
	TOTAL NEGATIVE	59	46	86	83	7	92	42	81	80	13	87	36	85	83	79	41	79	83	7	77
	Neither positive nor negative	18	30	10	10	16	6	25	11	11	17	8	23	9	10	7	21	11	10	20	10
	Fairly positive	13	19	2	5	39	1	21	5	6	34	4	25	4	4	10	23	6	5	30	9
	Very positive	8	4	0	0	38	0	11	2	2	35	0	15	1	1	3	15	3	1	43	4
	TOTAL POSITIVE	21	23	2	5	77	1	32	7	8	69	4	40	5	5	13	38	9	6	73	13
	I don't know this person	2	1	0	1	0	1	0	1	1	0	0	0	0	0	0	0	1	1	0	0
Which of these do you think are the most important issues facing the UK at this time? Please tick up to three.																					
	The economy	50	55	58	58	41	41	52	55	56	46	43	49	53	56	44	50	51	59	35	43
	Immigration & Asylum	42	59	16	20	87	13	62	25	24	88	15	68	20	20	32	66	26	20	90	28
	Health	37	32	47	45	22	48	31	46	45	20	46	31	47	45	46	32	46	49	24	47
	Defence and security	27	40	26	31	33	13	43	26	29	32	11	40	22	39	21	42	24	38	33	19
	Crime	19	23	13	12	29	11	23	15	14	28	14	24	14	13	14	23	16	12	31	9
	Housing	19	9	25	18	11	30	8	22	20	11	29	9	25	16	23	7	24	15	13	20
	The environment & climate change	19	10	29	30	4	60	10	27	31	4	53	9	30	32	50	10	27	30	10	56
	Tax	14	18	9	12	17	10	16	10	11	18	10	15	10	9	9	15	10	9	18	11
	Welfare benefits	13	13	13	9	14	15	14	14	10	11	14	13	14	12	15	13	15	7	13	16
	Britain leaving the EU	12	4	22	17	6	16	4	17	15	6	19	4	19	18	11	5	18	18	2	18
	Education	9	7	13	11	4	12	5	13	11	3	15	5	14	9	9	6	13	11	0	9
	Pensions	7	13	3	7	10	3	12	6	6	8	3	10	5	7	3	10	7	7	7	3
	Family life & childcare	5	3	5	5	2	5	3	6	5	1	4	3	6	5	4	3	5	5	0	8
	Transport	2	2	3	4	1	6	2	2	3	1	7	1	2	3	3	1	3	2	0	2
	None of these	1	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
	Don't know	2	0	1	1	0	1	0	1	1	1	2	0	1	1	2	1	1	2	0	1
When it comes to the economy, which of these are the most important issues facing the UK? Please tick up to two.																					
<i>[Shown to those who chose 'the economy' as one of their top three issues; N=2666]</i>																					
	Cost of living	66	59	64	65	67	78	57	66	65	63	75	60	69	57	72	60	69	58	65	58
	Energy costs	27	33	21	19	39	16	34	24	20	38	15	35	21	22	15	33	24	23	34	27
	Economic growth	26	33	29	34	32	10	36	26	34	36	15	36	23	41	18	37	24	39	18	32
	Inflation	20	22	18	16	21	16	22	17	13	23	16	21	16	19	10	21	15	21	25	11
	Inequality/poverty	16	4	23	24	5	36	3	22	22	6	36	5	27	18	34	5	24	24	15	24
	Wages	10	6	14	11	5	10	5	11	12	5	9	6	14	8	10	5	12	10	10	2
	Interest rates	6	7	7	6	7	1	8	7	5	8	3	8	7	6	2	8	8	4	3	8
	Local job availability/security	5	5	5	7	4	8	5	5	6	5	9	5	5	6	4	5	5	3	0	7
	Run-down local high streets	5	6	4	3	6	4	6	4	4	4	6	6	3	6	13	6	3	2	12	11
	Opportunities for young people	5	5	5	6	4	9	4	6	3	4	6	3	5	5	5	3	4	9	0	10
	Unemployment	5	8	5	5	4	3	6	4	4	4	2	6	4	3	1	5	4	2	13	3
	Other [See Tab 1]	2	3	1	2	3	4	4	1	2	3	1	3	1	3	5	3	1	1	5	4
	Don't know	1	2	0	1	0	0	2	1	1	0	0	1	0	1	1	1	0	1	0	0

Sample Size: 5346 adults in UK (18+)
Fieldwork: 12th - 27th March 2025

	Reform Curious (5+)		Lab 24 -	Lab19 - Lab24	NotLab19 - Lab24	Seats where Labour			Past vote 2016	Political Attention			Gender		Age					
	Total	Not Ref curious	Ref curious	Ref curious	(Labour Loyalist)	(Labour Joiner)	won, Reform came second	Red Wall	Blue Wall	Remain	Leave	Low (0-2)	Medium (3- 7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+
Weighted Sample	5346	3515	1771	198	735	370	644	285	396	1893	1903	1016	3207	1123	2593	2753	562	2208	1325	1250
Unweighted Sample	5346	2961	2344	1108	1085	751	698	302	407	1995	2042	555	3412	1379	2437	2909	346	2160	1411	1429
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Donald Trump																				
Very negative	62	76	35	45	82	76	60	58	66	79	50	57	62	67	57	67	61	60	62	67
Fairly negative	15	12	20	18	10	13	16	18	14	12	17	16	16	11	16	14	15	15	14	16
TOTAL NEGATIVE	77	88	55	63	92	89	76	76	80	91	67	73	78	78	73	81	76	75	76	83
Neither positive nor negative	10	7	17	14	4	6	9	10	11	5	14	13	10	8	11	10	12	11	10	8
Fairly positive	7	2	16	13	2	3	7	7	7	2	11	6	7	8	9	5	6	8	7	5
Very positive	5	2	11	10	2	1	7	7	3	2	7	5	4	6	6	3	3	5	6	4
TOTAL POSITIVE	12	4	27	23	4	4	14	14	10	4	18	11	11	14	15	8	9	13	13	9
I don't know this person	1	0	1	0	0	0	1	0	0	0	0	3	0	0	1	1	2	1	0	0
Nigel Farage																				
Very negative	42	61	4	7	74	54	38	37	46	67	18	30	41	55	42	42	52	46	40	33
Fairly negative	17	21	11	14	13	20	16	11	17	17	18	19	19	13	16	19	17	19	17	17
TOTAL NEGATIVE	59	82	15	21	87	74	54	48	63	84	36	49	60	68	58	61	69	65	57	50
Neither positive nor negative	18	13	28	35	8	14	20	26	19	10	23	27	18	11	17	20	16	18	18	21
Fairly positive	13	3	33	30	4	8	12	13	9	4	25	10	13	12	14	11	7	10	16	17
Very positive	8	0	22	13	1	4	11	12	6	1	17	8	7	8	10	6	3	5	9	13
TOTAL POSITIVE	21	3	55	43	5	12	23	25	15	5	42	18	20	20	24	17	10	15	25	30
I don't know this person	2	2	2	1	0	0	3	0	3	1	1	7	1	0	1	3	5	3	0	0

Which of these do you think are the most important issues facing the UK at this time? Please tick up to three.

The economy	50	53	44	48	55	57	51	52	59	55	46	41	51	55	53	47	51	53	49	45
Immigration & Asylum	42	26	74	61	20	34	48	51	37	23	69	42	44	35	45	39	21	33	50	58
Health	37	42	27	36	48	42	37	36	37	45	32	30	38	38	29	44	31	36	37	41
Defence and security	27	25	31	23	24	36	24	25	30	27	35	13	29	32	31	23	13	18	31	43
Crime	19	16	27	24	13	15	21	23	19	13	24	21	21	15	19	20	16	18	22	20
Housing	19	23	12	17	24	14	18	16	20	20	11	20	18	21	18	20	31	23	15	11
The environment & climate change	19	26	6	9	28	28	14	15	23	30	9	15	18	25	18	21	25	22	18	14
Tax	14	13	17	13	9	10	14	15	16	11	14	16	14	14	18	11	15	18	11	11
Welfare benefits	13	13	14	21	15	14	16	18	11	12	15	16	13	12	12	15	9	13	16	13
Britain leaving the EU	12	15	6	6	20	12	12	10	11	20	4	10	10	18	14	10	14	12	13	10
Education	9	11	5	7	14	9	8	9	9	12	5	9	9	10	7	11	14	10	9	5
Pensions	7	6	10	12	5	7	9	9	4	5	11	9	7	5	7	7	2	3	8	16
Family life & childcare	5	6	3	5	5	6	4	2	5	5	3	5	5	5	3	6	5	7	2	2
Transport	2	3	1	2	2	2	4	0	2	2	1	2	2	2	3	2	6	2	2	1
None of these	1	1	0	0	0	1	0	0	0	0	0	2	0	0	1	0	1	1	0	0
Don't know	2	2	2	1	1	1	2	2	2	1	1	6	1	0	2	2	6	2	1	1

When it comes to the economy, which of these are the most important issues facing the UK? Please tick up to two.

[Shown to those who chose 'the economy' as one of their top three issues; N=2666]

Cost of living	66	68	63	71	68	60	68	61	63	65	63	75	67	58	61	72	69	75	63	51
Energy costs	27	23	35	32	23	27	30	35	22	21	38	30	27	23	26	27	14	22	29	40
Economic growth	26	25	30	24	24	32	19	26	28	30	30	12	27	34	33	20	12	19	34	40
Inflation	20	18	24	25	16	18	22	20	20	18	18	22	20	20	19	21	26	21	18	17
Inequality/poverty	16	20	6	10	27	16	16	11	15	21	8	10	15	22	15	17	25	16	14	12
Wages	10	12	6	8	13	8	12	9	8	11	7	17	9	9	10	10	12	15	8	2
Interest rates	6	5	8	5	7	7	6	6	8	7	7	5	7	6	5	7	4	8	6	4
Local job availability/security	5	5	4	2	5	5	5	4	6	4	4	5	5	5	5	4	10	4	5	4
Run-down local high streets	5	4	6	6	4	7	5	5	5	5	6	4	5	4	5	4	1	5	6	6
Opportunities for young people	5	6	3	3	5	9	6	6	7	5	3	7	5	6	6	5	14	3	5	7
Unemployment	5	6	5	6	4	4	6	6	6	4	6	8	5	5	6	5	8	5	4	6
Other [See Tab 1]	2	2	3	1	1	1	1	1	1	2	3	1	2	3	3	2	1	1	3	4
Don't know	1	1	1	1	0	1	0	2	1	0	1	1	1	0	1	1	1	0	1	2

Sample Size: 5346 adults in UK (18+)
Fieldwork: 12th - 27th March 2025

	Social Grade			Region												Education			Ethnicity	
	Total	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	Low	Medium	High	White	Minority Ethnic
Weighted Sample	5346	3047	2299	195	568	466	404	446	527	615	713	540	278	444	150	1412	2136	1797	4424	762
Unweighted Sample	5346	3178	2168	224	584	493	410	473	522	594	690	502	218	488	148	1477	2076	1792	4490	679
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Donald Trump																				
Very negative	62	66	58	64	61	63	57	57	58	61	65	67	65	65	69	57	58	71	63	57
Fairly negative	15	14	16	13	16	15	17	18	20	14	14	12	14	10	16	15	17	13	15	17
TOTAL NEGATIVE	77	80	74	77	77	78	74	75	78	75	79	79	79	75	85	72	75	84	78	74
Neither positive nor negative	10	9	13	12	10	10	13	11	11	11	10	10	12	9	5	12	12	8	9	15
Fairly positive	7	7	7	5	7	6	10	7	7	8	7	7	5	7	6	8	8	5	7	7
Very positive	5	4	5	6	6	6	2	6	3	6	4	4	3	7	4	6	5	3	5	4
TOTAL POSITIVE	12	11	12	11	13	12	12	13	10	14	11	11	8	14	10	14	13	8	12	11
I don't know this person	1	0	1	0	1	0	1	1	1	0	1	0	1	2	0	1	1	0	1	0
Nigel Farage																				
Very negative	42	48	34	43	40	45	29	37	37	52	39	41	40	51	47	27	38	58	40	51
Fairly negative	17	17	18	11	17	17	18	18	19	16	17	18	21	18	20	16	19	16	18	15
TOTAL NEGATIVE	59	65	52	54	57	62	47	55	56	68	56	59	61	69	67	43	57	74	58	66
Neither positive nor negative	18	16	22	22	21	16	22	20	21	16	18	19	15	13	19	24	19	14	18	21
Fairly positive	13	11	15	13	12	12	18	16	13	8	15	13	12	11	10	19	13	8	14	7
Very positive	8	6	10	10	8	9	10	7	8	4	8	9	10	5	2	12	9	3	9	2
TOTAL POSITIVE	21	17	25	23	20	21	28	23	21	12	23	22	22	16	12	31	22	11	23	9
I don't know this person	2	1	3	1	2	2	2	2	2	4	2	1	3	2	1	2	3	1	2	5
Which of these do you think are the most important issues facing the UK at this time? Please tick up to three.																				
The economy	50	54	44	51	49	52	47	52	46	60	54	42	45	48	46	42	50	57	48	64
Immigration & Asylum	42	37	48	52	46	47	47	49	44	25	42	42	41	35	37	58	44	27	45	22
Health	37	39	34	32	31	37	34	32	36	36	36	38	45	40	66	33	36	41	38	33
Defence and security	27	29	24	29	28	24	31	26	29	22	26	27	28	27	26	28	27	25	29	15
Crime	19	18	21	21	20	17	22	25	17	25	21	18	12	14	15	23	20	15	19	24
Housing	19	19	20	17	17	18	15	15	19	32	15	19	15	24	19	16	19	22	18	27
The environment & climate change	19	23	15	10	17	17	18	23	17	20	19	28	25	15	19	11	17	29	20	14
Tax	14	14	14	15	14	11	15	13	15	16	14	12	16	18	8	13	15	14	13	22
Welfare benefits	13	11	16	11	15	17	16	13	12	12	10	13	12	14	11	18	13	10	13	13
Britain leaving the EU	12	13	11	12	13	10	11	12	10	13	11	12	12	15	17	8	12	15	11	16
Education	9	11	7	6	7	13	8	11	10	7	11	9	7	8	13	5	9	12	9	11
Pensions	7	5	10	8	8	8	9	5	7	4	6	8	6	9	8	13	7	3	8	2
Family life & childcare	5	5	4	2	7	5	4	4	6	3	5	4	4	4	7	4	4	6	5	5
Transport	2	2	2	4	2	3	1	3	1	4	2	2	2	2	1	2	2	3	2	5
None of these	1	0	1	1	0	0	1	0	0	1	1	1	0	1	0	1	0	1	0	1
Don't know	2	2	3	1	2	2	2	2	3	1	3	2	1	1	0	2	2	1	2	3
When it comes to the economy, which of these are the most important issues facing the UK? Please tick up to two.																				
<i>[Shown to those who chose 'the economy' as one of their top three issues; N=2666]</i>																				
Cost of living	66	65	69	67	69	68	62	69	67	66	67	63	64	66	66	68	66	65	66	68
Energy costs	27	23	32	31	25	31	35	23	29	16	23	27	34	33	26	36	28	19	30	14
Economic growth	26	30	20	21	24	22	25	32	23	33	29	26	21	23	20	20	26	30	26	25
Inflation	20	21	19	25	21	20	22	16	18	25	18	20	25	14	25	18	20	21	18	26
Inequality/poverty	16	17	13	16	17	17	11	13	15	17	18	14	14	16	17	11	14	20	15	17
Wages	10	10	11	8	17	11	8	8	8	12	8	10	8	11	13	10	9	12	9	17
Interest rates	6	7	6	9	6	4	5	12	8	4	6	7	2	5	9	4	6	7	7	5
Local job availability/security	5	5	4	2	6	4	6	5	6	5	4	6	3	6	4	4	6	4	5	6
Run-down local high streets	5	4	6	2	3	4	5	5	6	2	4	7	5	9	9	7	4	4	6	2
Opportunities for young people	5	6	4	3	5	5	7	3	5	7	5	4	6	5	6	5	6	5	5	6
Unemployment	5	4	8	6	6	6	4	7	5	7	5	4	3	6	3	7	6	4	5	9
Other <i>[See Tab 1]</i>	2	2	2	1	2	2	1	1	3	1	3	3	5	1	0	1	3	2	2	2
Don't know	1	1	1	1	0	0	1	1	1	1	1	1	1	1	0	2	1	0	1	1

Sample Size: 5346 adults in UK (18+)
Fieldwork: 12th - 27th March 2025

	Household Income					Savings Amount					Religion				House Tenure		
	Total	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Prefer Not to say	Own	Rent	Other
Weighted Sample	5346	928	1228	1046	775	1749	679	478	263	268	2830	1796	427	169	3138	1372	707
Unweighted Sample	5346	946	1292	1069	780	1742	677	489	266	299	2770	1928	389	155	3234	1445	568
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Donald Trump

Very negative	62	61	61	63	65	60	66	63	69	68	68	56	56	63	64	59	62
Fairly negative	15	14	16	15	14	15	16	17	15	14	14	18	15	12	15	16	14
TOTAL NEGATIVE	77	75	77	78	79	75	82	80	84	82	82	74	71	75	79	75	76
Neither positive nor negative	10	10	11	8	9	10	8	10	6	10	8	11	16	19	9	11	13
Fairly positive	7	8	7	8	7	9	7	7	7	5	6	9	7	2	7	8	6
Very positive	5	6	5	5	4	6	4	4	3	4	4	6	6	5	4	5	5
TOTAL POSITIVE	12	14	12	13	11	15	11	11	10	9	10	15	13	7	11	13	11
I don't know this person	1	0	0	1	0	1	0	0	0	0	1	0	0	0	0	1	0

Nigel Farage

Very negative	42	38	36	44	52	41	46	47	44	41	48	30	49	51	40	41	51
Fairly negative	17	17	18	19	15	17	18	17	17	16	17	19	13	13	18	16	17
TOTAL NEGATIVE	59	55	54	63	67	58	64	64	61	57	65	49	62	64	58	57	68
Neither positive nor negative	18	19	20	16	14	18	17	14	18	19	15	22	23	19	18	20	16
Fairly positive	13	12	15	12	12	13	12	14	14	13	11	16	8	7	14	11	9
Very positive	8	12	9	6	6	8	6	8	7	10	6	11	4	8	9	8	4
TOTAL POSITIVE	21	24	24	18	18	21	18	22	21	23	17	27	12	15	23	19	13
I don't know this person	2	3	2	2	0	2	1	0	0	0	2	2	3	2	1	4	3

Which of these do you think are the most important issues facing the UK at this time? Please tick up to three.

The economy	50	42	49	57	57	48	55	56	60	58	51	48	55	49	51	47	51
Immigration & Asylum	42	49	47	38	30	41	35	40	39	49	38	52	30	32	46	40	32
Health	37	35	38	38	40	34	40	35	46	40	37	38	37	30	39	33	34
Defence and security	27	24	28	26	28	22	26	33	38	36	24	35	14	19	33	18	19
Crime	19	23	20	17	17	20	16	16	13	16	17	21	27	17	19	20	19
Housing	19	21	22	19	17	22	23	23	18	10	21	14	22	24	11	32	27
The environment & climate change	19	16	17	21	24	17	25	25	23	20	23	14	16	25	19	18	22
Tax	14	11	15	16	17	15	13	15	10	16	13	13	20	19	14	13	12
Welfare benefits	13	21	13	13	7	14	13	9	11	14	13	13	14	17	13	17	9
Britain leaving the EU	12	11	11	13	17	12	12	14	11	13	14	9	14	8	12	13	12
Education	9	7	7	10	15	9	12	8	8	7	10	8	9	7	9	8	10
Pensions	7	10	9	6	3	7	6	7	4	7	6	11	3	7	9	5	4
Family life & childcare	5	3	5	6	7	6	6	2	1	3	5	4	6	4	5	5	3
Transport	2	3	3	2	1	3	3	1	3	1	2	2	4	4	2	3	4
None of these	1	0	0	0	1	1	0	0	0	0	1	0	1	0	0	1	1
Don't know	2	2	1	1	1	2	1	1	0	0	2	2	2	2	1	2	5

When it comes to the economy, which of these are the most important issues facing the UK? Please tick up to two.

[Shown to those who chose 'the economy' as one of their top three issues; N=2666]

Cost of living	66	69	67	66	64	73	65	58	61	45	68	64	65	61	62	75	67
Energy costs	27	37	30	24	19	25	27	27	29	24	26	31	21	21	28	29	16
Economic growth	26	17	27	26	35	16	26	31	39	52	26	29	24	23	33	16	19
Inflation	20	19	19	23	22	22	17	24	22	19	18	19	27	31	20	21	18
Inequality/poverty	16	15	13	16	17	16	20	16	11	19	18	11	15	16	13	18	23
Wages	10	9	9	13	10	13	10	10	5	3	10	9	10	16	8	15	14
Interest rates	6	2	5	9	10	5	9	7	8	8	6	7	8	4	8	2	4
Local job availability/security	5	4	5	5	4	5	6	4	7	6	5	5	6	0	4	6	5
Run-down local high streets	5	6	5	3	2	5	3	5	0	5	4	6	3	9	5	5	4
Opportunities for young people	5	7	3	4	6	5	7	7	6	4	5	5	5	9	5	3	10
Unemployment	5	8	5	4	4	6	4	5	3	6	5	5	12	3	4	5	10
Other [See Tab 1]	2	1	2	2	2	2	2	2	3	3	2	2	0	0	3	1	2
Don't know	1	1	1	0	0	1	1	0	1	0	1	1	1	1	1	0	1

Sample Size: 5346 adults in UK (18+)
Fieldwork: 12th - 27th March 2025

		Westminster VI					Vote in 2024 GE					Vote in 2019 GE				Vote in 2017 GE				
Total		Con	Lab	Lib Dem	Ref UK	Green	Con	Lab	Lib Dem	Ref UK	Green	Con	Lab	Lib Dem	Green	Con	Lab	Lib Dem	UKIP	Green
Weighted Sample	5346	752	991	430	903	362	931	1326	481	561	308	1586	1098	361	158	1408	1073	271	114	142
Unweighted Sample	5346	629	1105	425	1094	330	657	2162	415	457	271	1547	1410	367	160	1369	1405	283	116	128
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

When it comes to health, which of these are the most important issues facing the UK? Please tick up to two.

[Shown to those who chose 'health' as one of their top three issues;
N=2054]

Hospital waiting lists	44	48	40	47	48	37	49	43	47	46	40	46	44	45	24	47	44	42	43	41
Shortages of healthcare professionals	29	24	36	37	13	37	25	32	37	13	37	25	33	37	36	27	30	37	13	36
GP waiting times	28	30	28	27	31	24	31	27	29	29	20	27	24	25	29	30	28	24	14	20
A&E waiting times	25	26	26	18	30	22	24	27	16	31	19	26	24	18	20	27	26	14	18	26
Access to dentistry	16	17	14	14	20	16	18	16	16	20	19	18	19	14	11	15	18	15	35	14
Ambulance waiting times	15	15	13	14	20	18	14	15	13	19	14	16	14	15	23	14	16	12	33	15
Quality of care	14	12	15	19	10	15	13	13	14	12	18	11	15	17	17	12	13	20	15	15
Social care costs	13	13	13	15	12	13	13	15	16	15	13	15	12	18	20	15	12	22	20	22
Hospital closures / lack of local hospital	5	3	6	6	7	5	4	4	7	7	8	6	4	4	6	5	5	4	7	5
Free prescriptions	2	5	1	1	1	1	4	1	1	0	1	2	2	2	0	3	1	2	1	0
Other [See Tab 2]	2	2	3	1	2	6	2	3	1	2	6	2	2	1	4	1	3	2	0	3
Don't know	1	1	1	0	1	1	0	0	1	1	0	1	1	1	1	1	0	1	0	1

When it comes to immigration, which of these are the most important issues facing the UK? Please tick up to two.

[Shown to those who chose 'immigration' as one of their top three issues;
N=2373]

People arriving illegally in the UK on 'small boats'	80	85	67	77	81	73	87	74	75	81	76	83	72	79	74	85	75	87	86	70
Asylum seekers in hotels	40	46	32	35	45	31	49	35	38	40	28	44	39	34	37	43	44	31	47	42
The overall amount of legal migration being too high	40	38	40	35	40	38	38	40	30	41	42	41	35	33	41	41	36	29	40	47
Lack of integration among existing migrants	21	18	29	20	21	17	16	25	24	25	19	20	25	30	23	19	22	23	19	19
The overall amount of legal migration being too low	2	1	3	7	1	4	1	3	3	0	3	1	3	4	2	1	2	4	1	3
Barriers to asylum seekers and refugees being too strict	2	1	8	1	0	8	0	4	3	0	9	1	4	1	6	0	3	0	0	3
Other [See Tab 3]	3	1	2	4	3	6	2	2	5	4	5	2	1	5	6	3	2	5	4	0
Don't know	1	1	2	2	1	2	1	2	6	1	2	1	3	2	2	1	1	2	0	4

When it comes to housing, which of these are the most important issues facing the UK? Please tick up to two.

[Shown to those who chose 'housing' as one of their top three issues;
N=1006]

The affordability of home ownership	54	50	59	56	52	54	48	57	58	60	59	52	54	48	59	43	53	50	52	51
The availability of social housing/council housing	49	49	47	55	61	45	58	47	55	53	52	63	47	60	53	62	55	58	34	67
High private sector rents	36	33	43	34	30	47	30	45	28	39	42	27	47	29	29	30	47	41	58	25
Homelessness	28	35	24	24	22	30	33	21	31	15	27	28	23	18	47	25	24	23	7	36
The quality of housing	13	7	14	13	6	9	5	15	11	5	6	7	13	21	6	9	10	10	2	12
Over-development / too much housebuilding	4	6	1	7	7	1	5	2	6	12	6	7	2	6	0	7	1	0	27	0
Other [See Tab 4]	3	0	3	6	4	4	0	4	4	2	2	1	4	4	0	2	3	7	0	4
Don't know	1	0	0	0	1	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0

Sample Size: 5346 adults in UK (18+)
Fieldwork: 12th - 27th March 2025

		Reform Curious (5+)		Lab 24 -	Lab19 - Lab24	NotLab19 - Lab24	Seats where Labour won, Reform came second	Red Wall	Blue Wall	Past vote 2016		Political Attention			Gender		Age			
	Total	Not Ref curious	Ref curious	Ref curious	(Labour Loyalist)	(Labour Joiner)				Remain	Leave	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+
Weighted Sample	5346	3515	1771	198	735	370	644	285	396	1893	1903	1016	3207	1123	2593	2753	562	2208	1325	1250
Unweighted Sample	5346	2961	2344	1108	1085	751	698	302	407	1995	2042	555	3412	1379	2437	2909	346	2160	1411	1429
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

When it comes to health, which of these are the most important issues facing the UK? Please tick up to two.

[Shown to those who chose 'health' as one of their top three issues;
N=2054]

Hospital waiting lists	44	44	45	42	43	39	42	32	49	45	47	44	46	40	43	46	48	42	44	46
Shortages of healthcare professionals	29	33	19	26	35	28	30	35	34	33	23	23	31	29	28	30	34	32	23	30
GP waiting times	28	27	33	33	24	30	26	30	22	27	29	30	28	28	27	29	29	27	30	28
A&E waiting times	25	25	27	29	26	30	31	31	18	24	25	29	25	25	28	24	22	25	24	29
Access to dentistry	16	15	20	18	19	11	19	17	17	15	19	18	16	15	16	16	8	16	19	18
Ambulance waiting times	15	15	16	12	15	17	18	16	15	14	17	19	15	13	14	16	7	17	15	14
Quality of care	14	15	12	11	12	12	13	14	20	14	11	19	13	14	12	16	24	17	13	7
Social care costs	13	13	13	10	14	18	13	11	12	14	14	5	12	19	13	12	9	9	16	16
Hospital closures / lack of local hospital	5	5	4	7	4	5	3	6	3	6	5	3	6	5	7	4	1	5	8	4
Free prescriptions	2	1	3	3	1	1	1	0	1	1	3	3	1	2	2	1	1	1	1	3
Other [See Tab 2]	2	2	3	2	3	2	1	2	4	2	2	3	2	3	2	3	7	2	2	3
Don't know	1	1	1	1	0	1	1	1	1	0	1	1	1	1	2	0	3	1	0	1

When it comes to immigration, which of these are the most important issues facing the UK? Please tick up to two.

[Shown to those who chose 'immigration' as one of their top three issues;
N=2373]

People arriving illegally in the UK on 'small boats'	80	78	81	77	71	78	81	74	82	74	84	75	82	77	79	81	74	74	81	85
Asylum seekers in hotels	40	36	43	45	39	35	38	45	44	41	42	36	42	37	36	44	27	35	39	48
The overall amount of legal migration being too high	40	41	40	42	34	45	41	38	29	37	41	51	38	39	42	38	41	41	43	37
Lack of integration among existing migrants	21	21	21	18	26	25	19	23	26	24	19	12	21	30	24	17	31	22	22	17
The overall amount of legal migration being too low	2	3	1	1	3	2	1	2	4	2	1	1	2	2	2	2	7	3	0	1
Barriers to asylum seekers and refugees being too strict	2	3	1	1	5	2	1	2	3	4	0	3	1	2	2	2	9	3	0	1
Other [See Tab 3]	3	2	4	3	2	1	3	4	2	2	4	3	3	3	3	3	1	4	3	3
Don't know	1	2	1	2	2	1	2	2	0	3	1	3	1	0	1	2	0	3	1	1

When it comes to housing, which of these are the most important issues facing the UK? Please tick up to two.

[Shown to those who chose 'housing' as one of their top three issues;
N=1006]

The affordability of home ownership	54	55	52	40	56	48	45	56	57	55	39	51	56	51	57	52	70	56	49	36
The availability of social housing/council housing	49	48	53	63	49	56	54	30	40	49	67	43	50	52	54	45	40	40	65	74
High private sector rents	36	39	28	33	49	38	39	28	31	37	35	31	36	43	35	38	22	43	34	35
Homelessness	28	27	30	35	19	19	27	32	27	26	25	30	27	28	23	31	45	23	24	28
The quality of housing	13	15	8	14	15	22	12	25	19	13	11	15	14	10	13	13	10	16	12	7
Over-development / too much housebuilding	4	3	9	2	2	0	4	3	5	3	5	7	3	3	3	4	6	4	2	3
Other [See Tab 4]	3	3	3	1	4	5	5	6	3	4	3	4	2	4	3	3	1	4	2	4
Don't know	1	0	1	1	1	1	1	0	0	1	0	1	1	0	0	1	0	1	1	1

Sample Size: 5346 adults in UK (18+)
Fieldwork: 12th - 27th March 2025

	Social Grade			Region												Education			Ethnicity	
	Total	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	Low	Medium	High	White	Minority Ethnic
Weighted Sample	5346	3047	2299	195	568	466	404	446	527	615	713	540	278	444	150	1412	2136	1797	4424	762
Unweighted Sample	5346	3178	2168	224	584	493	410	473	522	594	690	502	218	488	148	1477	2076	1792	4490	679
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

When it comes to health, which of these are the most important issues facing the UK? Please tick up to two.

[Shown to those who chose 'health' as one of their top three issues;
N=2054]

Hospital waiting lists	44	43	46	38	38	47	43	49	47	44	41	39	42	50	62	45	46	42	46	39
Shortages of healthcare professionals	29	32	25	31	28	26	23	27	31	36	30	24	31	32	30	20	29	36	28	35
GP waiting times	28	28	29	30	21	30	40	24	31	27	31	28	19	29	32	32	26	29	28	36
A&E waiting times	25	24	27	26	31	24	17	28	23	31	23	23	33	21	28	30	26	22	25	27
Access to dentistry	16	15	19	26	23	21	26	9	15	7	17	28	8	11	3	19	17	14	17	13
Ambulance waiting times	15	14	17	18	12	12	19	19	15	11	13	15	25	12	19	18	16	13	16	11
Quality of care	14	16	12	10	17	13	9	15	15	18	21	12	12	12	5	11	15	15	14	19
Social care costs	13	14	10	6	16	15	10	14	9	10	12	16	12	15	9	9	12	16	13	8
Hospital closures / lack of local hospital	5	5	6	5	4	4	3	5	5	6	5	6	4	6	8	6	5	5	5	5
Free prescriptions	2	1	2	0	3	2	0	4	2	1	1	2	1	2	0	3	1	1	2	1
Other [See Tab 2]	2	2	3	3	1	2	3	2	4	2	2	3	1	5	0	2	2	3	2	3
Don't know	1	1	1	0	2	1	1	0	0	2	0	1	4	0	0	2	1	1	1	0

When it comes to immigration, which of these are the most important issues facing the UK? Please tick up to two.

[Shown to those who chose 'immigration' as one of their top three issues;
N=2373]

People arriving illegally in the UK on 'small boats'	80	79	81	74	76	86	83	78	82	68	80	80	81	82	86	84	79	74	81	71
Asylum seekers in hotels	40	39	42	41	39	34	45	43	39	37	42	41	35	41	43	45	39	32	41	33
The overall amount of legal migration being too high	40	39	42	41	42	45	31	38	48	39	40	37	51	33	35	44	39	38	40	40
Lack of integration among existing migrants	21	25	17	19	22	18	22	23	18	27	22	19	14	21	29	13	21	35	21	22
The overall amount of legal migration being too low	2	2	1	1	1	2	2	1	2	7	2	3	0	2	0	0	3	3	1	7
Barriers to asylum seekers and refugees being too strict	2	2	2	2	2	2	1	2	1	9	1	1	0	1	1	1	2	4	1	9
Other [See Tab 3]	3	3	3	4	3	2	4	2	2	1	3	5	2	5	2	2	4	3	3	1
Don't know	1	1	2	3	2	1	3	2	0	0	1	1	2	2	0	2	1	1	1	2

When it comes to housing, which of these are the most important issues facing the UK? Please tick up to two.

[Shown to those who chose 'housing' as one of their top three issues;
N=1006]

The affordability of home ownership	54	61	46	45	51	63	63	57	54	55	62	46	47	47	53	37	54	64	52	63
The availability of social housing/council housing	49	46	54	54	53	55	35	43	53	43	39	50	47	68	52	67	49	39	53	37
High private sector rents	36	36	38	45	34	27	46	29	35	46	40	38	20	30	31	28	38	40	36	38
Homelessness	28	27	28	10	33	29	22	39	34	24	18	33	34	21	39	29	30	25	28	27
The quality of housing	13	13	14	20	12	10	9	17	6	16	18	11	18	15	3	12	11	16	12	18
Over-development / too much housebuilding	4	3	5	6	3	0	6	6	1	1	11	6	0	4	3	6	5	2	4	4
Other [See Tab 4]	3	3	2	8	3	2	3	0	2	4	4	0	11	0	2	4	2	3	4	0
Don't know	1	1	1	0	1	0	0	0	1	1	1	0	4	0	0	1	1	0	1	0

Sample Size: 5346 adults in UK (18+)
Fieldwork: 12th - 27th March 2025

	Household Income					Savings Amount					Religion				House Tenure		
	Total	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Prefer Not to say	Own	Rent	Other
Weighted Sample	5346	928	1228	1046	775	1749	679	478	263	268	2830	1796	427	169	3138	1372	707
Unweighted Sample	5346	946	1292	1069	780	1742	677	489	266	299	2770	1928	389	155	3234	1445	568
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

When it comes to health, which of these are the most important issues facing the UK? Please tick up to two.

[Shown to those who chose 'health' as one of their top three issues;
N=2054]

Hospital waiting lists	44	39	45	45	45	41	48	48	48	45	45	44	44	51	46	42	41
Shortages of healthcare professionals	29	25	26	31	32	30	27	31	36	29	30	29	30	24	30	27	32
GP waiting times	28	31	28	26	30	29	29	29	20	30	27	30	33	26	29	29	28
A&E waiting times	25	22	26	31	24	23	27	25	23	28	23	28	25	36	25	28	24
Access to dentistry	16	20	18	16	14	20	14	16	16	15	18	14	15	13	16	20	10
Ambulance waiting times	15	15	12	16	15	15	14	15	14	13	14	17	10	18	16	13	14
Quality of care	14	17	13	13	15	16	15	12	16	6	16	10	19	14	12	17	20
Social care costs	13	12	17	12	13	10	13	17	15	27	13	14	9	9	14	10	10
Hospital closures / lack of local hospital	5	5	6	5	5	7	3	5	5	1	6	4	4	7	5	5	3
Free prescriptions	2	3	2	1	1	2	1	1	1	0	1	3	1	0	2	1	1
Other [See Tab 2]	2	3	2	1	4	3	3	1	3	0	3	2	4	0	2	3	3
Don't know	1	3	0	0	0	1	0	0	1	1	1	1	1	0	0	1	5

When it comes to immigration, which of these are the most important issues facing the UK? Please tick up to two.

[Shown to those who chose 'immigration' as one of their top three issues;
N=2373]

People arriving illegally in the UK on 'small boats'	80	83	81	79	76	78	80	78	82	82	80	82	66	80	81	80	74
Asylum seekers in hotels	40	43	41	40	36	38	42	45	45	38	39	43	24	34	41	43	27
The overall amount of legal migration being too high	40	43	38	41	40	40	40	35	39	36	41	39	51	38	39	41	46
Lack of integration among existing migrants	21	11	24	21	30	20	28	26	19	31	21	20	26	19	22	17	28
The overall amount of legal migration being too low	2	3	2	1	2	3	1	2	1	2	2	2	4	1	1	3	4
Barriers to asylum seekers and refugees being too strict	2	2	1	1	2	4	1	1	0	1	2	0	8	8	2	1	4
Other [See Tab 3]	3	3	2	3	2	3	2	2	1	2	3	3	4	3	3	2	3
Don't know	1	2	1	1	0	2	0	1	3	0	2	1	2	5	1	2	2

When it comes to housing, which of these are the most important issues facing the UK? Please tick up to two.

[Shown to those who chose 'housing' as one of their top three issues;
N=1006]

The affordability of home ownership	54	34	52	63	64	53	60	58	53	59	55	45	61	66	53	47	68
The availability of social housing/council housing	49	65	53	36	37	48	47	49	57	50	49	59	41	36	56	49	40
High private sector rents	36	29	37	41	39	39	36	33	56	25	36	36	44	28	31	42	35
Homelessness	28	35	23	29	23	25	29	26	16	21	27	31	22	34	29	26	31
The quality of housing	13	15	14	14	13	16	15	7	11	11	14	7	17	12	11	15	11
Over-development / too much housebuilding	4	3	4	4	2	4	5	5	2	8	4	3	5	2	4	4	3
Other [See Tab 4]	3	6	1	4	4	2	1	4	1	6	4	2	1	4	3	4	2
Don't know	1	1	1	0	1	0	0	2	0	0	1	0	0	0	1	1	0

Sample Size: 5346 adults in UK (18+)
Fieldwork: 12th - 27th March 2025

		Westminster VI					Vote in 2024 GE					Vote in 2019 GE					Vote in 2017 GE				
	Total	Con	Lab	Lib Dem	Ref UK	Green	Con	Lab	Lib Dem	Ref UK	Green	Con	Lab	Lib Dem	Green	Con	Lab	Lib Dem	UKIP	Green	
Weighted Sample	5346	752	991	430	903	362	931	1326	481	561	308	1586	1098	361	158	1408	1073	271	114	142	
Unweighted Sample	5346	629	1105	425	1094	330	657	2162	415	457	271	1547	1410	367	160	1369	1405	283	116	128	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	

Below are some reasons that other people have put forward in favour of voting for Labour at the next general election. Which do you personally find most convincing? Please choose up to five.

Labour deserve a longer period of time to fix the mess created by the last government	28	6	66	46	4	45	5	54	45	5	41	8	55	49	41	9	51	48	5	36
Labour winning would stop Reform winning and Nigel Farage becoming Prime Minister	24	14	38	46	2	47	12	39	39	3	40	11	38	44	37	12	34	41	6	32
Labour winning would stop the Conservatives winning and Kemi Badenoch becoming Prime Minister	19	5	34	34	4	37	6	33	26	3	34	6	36	28	26	7	33	29	5	26
Labour are the party of investing in the NHS	19	8	48	27	5	20	8	36	26	6	24	8	37	32	16	8	35	33	3	14
Keir Starmer has done a good job on the issue of Ukraine	19	15	35	32	7	18	15	30	31	6	18	15	27	37	27	15	27	38	6	24
Labour are the party of ordinary workers and working people	12	5	28	15	2	15	4	22	15	2	15	3	23	17	13	4	21	12	4	12
I think Keir Starmer is doing a good job as a Prime Minister and want to see him continue in that role	11	4	36	18	1	7	5	24	19	1	8	6	21	23	13	6	20	24	1	16
I trust Labour to competently manage the economy	7	2	24	9	0	6	1	16	8	1	7	1	15	10	7	2	15	12	0	6
Labour will invest in new public transport	6	2	14	7	2	11	2	10	8	1	11	2	11	8	5	2	10	9	0	5
I have always voted Labour	5	2	16	3	2	2	2	15	2	2	3	2	16	2	7	2	15	3	2	6
Labour are the party of action on climate change/clean energy	5	2	14	8	1	7	1	10	7	2	7	2	10	8	8	2	9	10	1	6
Labour are making progress on the issue of illegal immigration	4	3	9	5	1	3	2	7	3	1	3	2	7	4	2	2	5	7	2	4
Labour will invest in new schools	4	3	10	4	1	6	2	7	5	1	6	1	8	7	6	2	7	6	0	6
I am happy with their work so far to bring down immigration	2	1	7	3	0	1	1	5	2	0	1	1	4	2	3	1	3	2	0	3
None of these	12	12	2	5	13	10	14	5	6	14	8	13	6	7	10	12	7	6	15	9
Not applicable - there is no good reason to consider voting Labour	35	54	1	15	71	15	56	8	21	71	21	58	9	13	21	56	14	14	71	30

Below are some reasons that other people have put forward in favour of voting against Labour at the next general election. Which do you personally find most convincing? Please choose up to five.

Labour removed the winter fuel allowance from most pensioners	34	49	19	33	49	26	51	28	34	42	25	49	27	32	32	49	34	32	45	24
Labour have not done enough to reduce the cost of living	32	37	23	38	35	32	34	30	30	32	36	33	31	31	26	33	32	32	33	21
Labour have failed to control immigration	30	47	9	18	73	7	50	17	20	73	9	54	14	16	21	53	19	15	87	21
Labour have put up too many taxes	27	45	12	25	44	10	45	17	24	45	11	42	14	22	15	43	16	24	37	14
Labour have not improved public services (e.g. the NHS)	21	27	14	27	20	28	25	17	26	18	27	23	19	23	20	22	20	22	18	21
Labour have not sufficiently addressed income/wealth inequality	20	10	25	35	11	43	8	29	26	9	39	11	32	28	28	11	30	32	9	23
Labour have just generally been incompetent/chaotic	20	36	4	13	42	10	34	10	11	43	9	34	10	9	9	32	11	11	45	6
Labour are bad for businesses	14	30	5	12	26	2	32	6	11	23	3	28	5	11	9	29	6	13	24	8
Labour have spent too much money wastefully	13	20	4	11	26	6	20	7	9	30	8	21	6	9	12	21	7	9	29	12
Too many Labour ministers/MPs have behaved in dishonest ways	13	15	6	10	22	16	16	8	11	19	12	17	8	11	11	17	9	10	28	10
I just do not like Keir Starmer as a person	13	16	5	9	21	14	16	8	10	20	14	16	10	5	7	15	11	5	20	9
Labour have not stood up to Israel sufficiently	13	5	19	19	3	39	4	17	17	4	36	5	23	14	17	6	20	20	2	19
Labour are too close to the Trade Unions	11	27	6	7	19	3	30	6	7	17	3	25	4	13	8	26	5	11	18	10
Labour have not improved the state of my local area	10	12	8	12	9	7	11	9	11	11	7	10	9	7	11	10	9	9	10	8
Labour's climate change/environment policies have gone too far	9	12	3	2	24	2	16	3	3	27	2	18	3	3	6	16	5	2	32	6
Labour's climate change/environment policies have not gone far enough	9	2	15	16	2	37	2	14	16	3	34	2	16	17	23	2	14	17	5	25
I just have a very positive view of a different party	5	6	3	11	5	11	6	3	8	4	12	5	3	9	9	5	3	10	2	11
None of these	10	2	12	5	1	6	3	10	10	2	6	4	9	8	10	3	9	6	1	14
Not applicable - there is no good reason against voting Labour	12	3	22	9	5	8	4	17	10	5	11	4	18	11	6	4	16	12	5	12

Sample Size: 5346 adults in UK (18+)
Fieldwork: 12th - 27th March 2025

		Reform Curious (5+)		Lab 24 -	Lab19 - Lab24	NotLab19 - Lab24	Seats where Labour			Past vote 2016		Political Attention			Gender		Age			
	Total	Not Ref curious	Ref curious	Ref curious	(Labour Loyalist)	(Labour Joiner)	won, Reform came second	Red Wall	Blue Wall	Remain	Leave	Low (0-2)	Medium (3- 7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+
Weighted Sample	5346	3515	1771	198	735	370	644	285	396	1893	1903	1016	3207	1123	2593	2753	562	2208	1325	1250
Unweighted Sample	5346	2961	2344	1108	1085	751	698	302	407	1995	2042	555	3412	1379	2437	2909	346	2160	1411	1429
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Below are some reasons that other people have put forward in favour of voting for Labour at the next general election. Which do you personally find most convincing? Please choose up to five.

Labour deserve a longer period of time to fix the mess created by the last government	28	38	8	23	62	46	26	25	28	45	12	14	28	40	28	27	34	31	26	21
Labour winning would stop Reform winning and Nigel Farage becoming Prime Minister	24	34	3	7	41	36	23	22	27	37	10	11	25	32	23	24	37	24	22	18
Labour winning would stop the Conservatives winning and Kemi Badenoch becoming Prime Minister	19	25	6	17	38	28	15	15	22	29	9	7	19	28	19	18	25	20	19	14
Labour are the party of investing in the NHS	19	25	8	20	41	30	19	17	23	29	9	9	19	28	19	19	24	21	17	15
Keir Starmer has done a good job on the issue of Ukraine	19	24	10	18	30	35	13	17	24	27	13	8	19	29	20	17	21	16	20	21
Labour are the party of ordinary workers and working people	12	15	5	14	25	15	13	10	12	17	6	6	12	14	12	11	16	14	10	7
I think Keir Starmer is doing a good job as a Prime Minister and want to see him continue in that role	11	15	3	9	24	28	8	6	15	18	5	4	11	18	12	10	10	12	11	10
I trust Labour to competently manage the economy	7	10	2	8	19	11	6	6	10	12	2	4	7	11	9	5	11	8	7	4
Labour will invest in new public transport	6	7	3	6	11	6	6	4	5	8	2	2	6	10	6	5	10	6	5	4
I have always voted Labour	5	7	3	12	20	7	11	9	2	8	4	3	6	5	5	6	4	6	6	5
Labour are the party of action on climate change/clean energy	5	7	2	5	11	9	3	3	6	8	2	2	5	10	7	5	12	6	5	3
Labour are making progress on the issue of illegal immigration	4	4	3	6	8	6	4	4	3	4	3	2	4	6	5	3	4	4	3	3
Labour will invest in new schools	4	5	2	6	8	5	4	2	6	6	2	1	4	6	5	4	8	5	3	2
I am happy with their work so far to bring down immigration	2	2	2	4	5	4	3	4	2	3	1	2	2	3	3	1	4	2	1	1
None of these	12	10	15	13	4	8	13	15	10	8	13	19	12	6	11	13	13	13	13	10
Not applicable - there is no good reason to consider voting Labour	35	23	58	30	5	15	36	35	33	18	57	50	33	26	35	34	17	29	39	49

Below are some reasons that other people have put forward in favour of voting against Labour at the next general election. Which do you personally find most convincing? Please choose up to five.

Labour removed the winter fuel allowance from most pensioners	34	29	44	43	27	35	35	40	32	30	47	28	36	32	31	36	14	22	39	57
Labour have not done enough to reduce the cost of living	32	31	34	38	29	31	34	32	31	31	33	26	35	29	29	35	27	34	33	30
Labour have failed to control immigration	30	16	59	48	13	26	36	36	28	16	55	25	32	29	32	28	13	21	39	46
Labour have put up too many taxes	27	20	40	28	14	21	26	25	28	19	39	21	29	27	28	26	17	22	29	37
Labour have not improved public services (e.g. the NHS)	21	22	21	25	17	18	23	20	20	21	23	19	23	20	18	25	20	20	22	23
Labour have not sufficiently addressed income/wealth inequality	20	24	12	24	29	29	18	14	21	28	13	8	21	30	20	20	23	23	17	17
Labour have just generally been incompetent/chaotic	20	13	34	24	8	13	23	24	21	12	31	17	21	21	22	19	14	16	23	27
Labour are bad for businesses	14	10	23	13	5	11	11	14	19	11	22	9	15	17	17	12	4	10	17	22
Labour have spent too much money wastefully	13	9	22	14	5	9	14	16	12	8	20	13	13	14	15	12	10	11	13	18
Too many Labour ministers/MPs have behaved in dishonest ways	13	10	18	14	8	11	16	20	12	10	18	11	13	12	12	13	10	11	13	16
I just do not like Keir Starmer as a person	13	10	18	12	8	6	14	19	10	9	17	14	13	11	13	12	11	12	13	15
Labour have not stood up to Israel sufficiently	13	18	4	5	20	12	10	7	12	20	5	4	12	23	14	12	25	13	11	10
Labour are too close to the Trade Unions	11	8	19	8	3	10	9	12	13	8	19	5	12	14	14	9	2	5	14	23
Labour have not improved the state of my local area	10	10	10	12	9	11	10	10	7	10	10	10	10	9	10	10	11	10	10	9
Labour's climate change/environment policies have gone too far	9	4	19	8	3	4	10	9	9	4	16	4	9	13	12	6	5	5	10	15
Labour's climate change/environment policies have not gone far enough	9	13	3	4	14	13	6	5	14	15	3	2	9	17	10	9	16	11	7	5
I just have a very positive view of a different party	5	5	4	4	2	2	4	5	6	5	4	1	5	7	5	5	8	4	4	6
None of these	10	11	6	6	10	9	10	11	11	10	5	21	8	5	9	11	18	13	7	4
Not applicable - there is no good reason against voting Labour	12	14	6	8	20	11	12	8	9	13	7	20	10	10	13	11	14	14	11	8

Sample Size: 5346 adults in UK (18+)
Fieldwork: 12th - 27th March 2025

	Social Grade			Region												Education			Ethnicity	
	Total	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	Low	Medium	High	White	Minority Ethnic
Weighted Sample	5346	3047	2299	195	568	466	404	446	527	615	713	540	278	444	150	1412	2136	1797	4424	762
Unweighted Sample	5346	3178	2168	224	584	493	410	473	522	594	690	502	218	488	148	1477	2076	1792	4490	679
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Below are some reasons that other people have put forward in favour of voting for Labour at the next general election. Which do you personally find most convincing? Please choose up to five.

Labour deserve a longer period of time to fix the mess created by the last government	28	32	22	28	26	29	22	26	24	32	29	28	25	28	40	16	24	41	27	33
Labour winning would stop Reform winning and Nigel Farage becoming Prime Minister	24	27	19	25	22	25	21	21	20	28	24	25	19	28	27	13	23	32	23	30
Labour winning would stop the Conservatives winning and Kemi Badenoch becoming Prime Minister	19	22	15	19	17	18	15	17	17	24	18	17	18	24	21	11	16	28	18	24
Labour are the party of investing in the NHS	19	21	17	21	17	19	17	15	20	24	20	19	15	18	22	12	17	27	18	25
Keir Starmer has done a good job on the issue of Ukraine	19	22	15	18	18	18	15	17	18	20	21	20	13	23	19	12	19	24	19	15
Labour are the party of ordinary workers and working people	12	13	9	15	15	13	9	9	11	14	9	12	14	9	13	8	10	17	11	17
I think Keir Starmer is doing a good job as a Prime Minister and want to see him continue in that role	11	13	8	8	11	11	8	10	13	16	11	10	10	8	16	6	10	16	10	14
I trust Labour to competently manage the economy	7	8	6	7	8	7	6	8	4	13	7	5	6	7	8	4	5	12	6	13
Labour will invest in new public transport	6	7	4	5	5	8	4	5	5	10	5	5	6	4	4	3	4	10	5	10
I have always voted Labour	5	5	5	11	9	6	4	6	4	7	3	3	6	4	2	5	4	7	5	8
Labour are the party of action on climate change/clean energy	5	7	3	4	4	6	3	5	4	10	6	5	7	5	5	3	5	8	5	9
Labour are making progress on the issue of illegal immigration	4	4	4	5	3	3	3	5	5	6	2	4	4	3	5	2	4	5	3	7
Labour will invest in new schools	4	5	3	3	7	4	2	5	3	7	4	4	2	2	4	2	4	6	4	7
I am happy with their work so far to bring down immigration	2	2	2	5	3	2	2	3	2	2	1	2	3	1	1	2	2	3	2	5
None of these	12	11	14	8	15	10	15	11	11	10	11	12	17	15	14	13	13	10	12	10
Not applicable - there is no good reason to consider voting Labour	35	29	42	38	31	36	41	41	40	24	37	36	36	30	25	51	37	19	37	21

Below are some reasons that other people have put forward in favour of voting against Labour at the next general election. Which do you personally find most convincing? Please choose up to five.

Labour removed the winter fuel allowance from most pensioners	34	31	37	37	32	36	35	35	33	25	34	34	38	35	39	45	34	24	36	21
Labour have not done enough to reduce the cost of living	32	31	33	37	30	29	35	32	31	32	34	26	33	36	31	33	32	31	32	34
Labour have failed to control immigration	30	28	34	37	33	30	40	34	30	19	32	31	34	25	27	42	31	20	33	14
Labour have put up too many taxes	27	28	26	29	25	24	33	26	26	25	31	27	24	23	24	29	28	23	27	25
Labour have not improved public services (e.g. the NHS)	21	23	20	20	20	20	23	24	20	22	20	19	22	24	27	21	20	23	22	21
Labour have not sufficiently addressed income/wealth inequality	20	22	17	17	21	21	20	20	16	26	18	14	19	25	26	14	18	27	19	25
Labour have just generally been incompetent/chaotic	20	19	21	25	24	18	25	20	19	18	20	18	16	20	19	22	22	16	21	15
Labour are bad for businesses	14	16	11	10	13	13	15	15	15	14	16	17	11	10	13	13	15	13	14	12
Labour have spent too much money wastefully	13	13	13	15	12	13	15	16	11	12	15	16	13	10	12	15	15	11	13	12
Too many Labour ministers/MPs have behaved in dishonest ways	13	12	13	15	12	14	13	11	11	11	15	12	13	14	17	15	13	11	13	11
I just do not like Keir Starmer as a person	13	11	15	16	14	14	13	14	12	9	13	13	9	12	15	18	12	10	13	9
Labour have not stood up to Israel sufficiently	13	15	10	10	13	13	11	9	10	20	11	12	11	17	20	7	11	21	11	23
Labour are too close to the Trade Unions	11	13	9	8	11	10	12	15	10	10	14	14	11	7	7	14	11	9	12	8
Labour have not improved the state of my local area	10	10	11	10	8	8	12	12	9	10	9	7	13	14	10	11	10	10	10	10
Labour's climate change/environment policies have gone too far	9	10	8	12	11	8	10	11	9	7	8	8	8	7	6	8	10	8	9	6
Labour's climate change/environment policies have not gone far enough	9	11	7	6	9	5	9	8	10	13	9	13	9	9	7	3	8	16	9	9
I just have a very positive view of a different party	5	5	4	6	5	3	3	4	3	5	6	4	7	8	5	4	5	6	5	4
None of these	10	9	12	8	14	7	7	9	11	10	8	12	12	12	5	8	12	9	9	13
Not applicable - there is no good reason against voting Labour	12	11	13	14	11	12	10	14	16	12	12	10	14	7	11	14	12	10	12	13

Sample Size: 5346 adults in UK (18+)
Fieldwork: 12th - 27th March 2025

	Household Income					Savings Amount					Religion				House Tenure		
	Total	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Prefer Not to say	Own	Rent	Other
Weighted Sample	5346	928	1228	1046	775	1749	679	478	263	268	2830	1796	427	169	3138	1372	707
Unweighted Sample	5346	946	1292	1069	780	1742	677	489	266	299	2770	1928	389	155	3234	1445	568
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Below are some reasons that other people have put forward in favour of voting for Labour at the next general election. Which do you personally find most convincing? Please choose up to five.

Labour deserve a longer period of time to fix the mess created by the last government	28	22	24	34	38	29	33	35	36	30	32	22	26	21	27	26	33
Labour winning would stop Reform winning and Nigel Farage becoming Prime Minister	24	19	20	25	31	24	30	29	25	20	27	19	25	25	22	23	31
Labour winning would stop the Conservatives winning and Kemi Badenoch becoming Prime Minister	19	15	17	22	23	20	24	21	23	19	22	14	20	13	17	20	22
Labour are the party of investing in the NHS	19	14	21	24	22	19	25	22	27	21	21	16	21	11	18	20	21
Keir Starmer has done a good job on the issue of Ukraine	19	15	17	20	23	18	22	22	28	22	19	20	12	17	20	15	21
Labour are the party of ordinary workers and working people	12	10	11	16	13	13	12	15	14	12	12	11	12	8	10	12	13
I think Keir Starmer is doing a good job as a Prime Minister and want to see him continue in that role	11	8	8	14	17	11	12	13	20	16	11	10	12	8	12	9	12
I trust Labour to competently manage the economy	7	7	6	10	11	8	10	8	8	10	8	5	10	8	7	7	7
Labour will invest in new public transport	6	3	6	7	8	6	7	6	8	8	6	5	8	4	5	6	9
I have always voted Labour	5	5	6	7	5	6	5	6	4	5	5	5	7	3	4	7	5
Labour are the party of action on climate change/clean energy	5	5	5	5	8	6	7	7	8	6	6	5	8	5	5	7	7
Labour are making progress on the issue of illegal immigration	4	4	3	5	4	5	5	3	5	4	3	4	6	5	4	4	3
Labour will invest in new schools	4	2	4	7	5	5	6	4	4	3	4	4	5	4	4	5	3
I am happy with their work so far to bring down immigration	2	2	1	3	3	3	2	2	2	3	2	2	2	2	2	2	3
None of these	12	13	12	10	10	11	10	9	10	9	12	12	10	20	11	14	12
Not applicable - there is no good reason to consider voting Labour	35	42	38	28	23	32	28	30	27	38	33	40	31	33	38	33	29

Below are some reasons that other people have put forward in favour of voting against Labour at the next general election. Which do you personally find most convincing? Please choose up to five.

Labour removed the winter fuel allowance from most pensioners	34	40	39	30	24	31	32	37	33	36	29	44	22	28	38	30	22
Labour have not done enough to reduce the cost of living	32	33	34	34	28	34	36	33	27	22	30	35	32	26	31	35	27
Labour have failed to control immigration	30	33	34	29	24	28	29	30	31	40	27	41	17	22	35	26	18
Labour have put up too many taxes	27	24	27	28	31	24	27	32	27	37	23	34	25	20	32	21	17
Labour have not improved public services (e.g. the NHS)	21	21	22	23	22	21	23	23	24	21	21	24	18	14	22	22	18
Labour have not sufficiently addressed income/wealth inequality	20	21	19	21	23	24	23	21	18	18	21	18	21	18	18	24	22
Labour have just generally been incompetent/chaotic	20	22	20	17	20	17	20	21	18	28	19	23	20	16	22	19	16
Labour are bad for businesses	14	11	14	15	19	11	15	17	20	33	11	19	12	12	18	8	9
Labour have spent too much money wastefully	13	15	14	12	13	13	12	14	18	15	12	15	11	14	15	11	12
Too many Labour ministers/MPs have behaved in dishonest ways	13	15	13	11	11	13	12	10	10	18	11	15	14	14	14	12	10
I just do not like Keir Starmer as a person	13	16	12	13	9	16	11	14	7	10	13	13	12	5	12	15	13
Labour have not stood up to Israel sufficiently	13	12	11	14	18	13	18	15	14	10	15	8	21	17	11	16	18
Labour are too close to the Trade Unions	11	10	12	10	14	7	13	14	16	25	10	15	8	8	15	6	4
Labour have not improved the state of my local area	10	13	9	11	10	11	11	8	11	12	9	12	8	8	10	11	11
Labour's climate change/environment policies have gone too far	9	8	9	9	8	7	8	10	10	14	7	13	6	6	11	6	5
Labour's climate change/environment policies have not gone far enough	9	8	9	10	13	8	14	13	12	10	11	7	8	11	8	10	12
I just have a very positive view of a different party	5	4	5	7	4	5	6	6	5	4	5	5	4	4	5	5	6
None of these	10	8	10	10	8	10	7	8	6	7	11	7	11	13	7	11	16
Not applicable - there is no good reason against voting Labour	12	13	10	10	9	12	8	9	14	8	13	8	16	17	10	14	14

Sample Size: 5346 adults in UK (18+)
Fieldwork: 12th - 27th March 2025

		Westminster VI					Vote in 2024 GE					Vote in 2019 GE					Vote in 2017 GE				
Total		Con	Lab	Lib Dem	Ref UK	Green	Con	Lab	Lib Dem	Ref UK	Green	Con	Lab	Lib Dem	Green	Con	Lab	Lib Dem	UKIP	Green	
Weighted Sample	5346	752	991	430	903	362	931	1326	481	561	308	1586	1098	361	158	1408	1073	271	114	142	
Unweighted Sample	5346	629	1105	425	1094	330	657	2162	415	457	271	1547	1410	367	160	1369	1405	283	116	128	
%		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	

Below are some reasons that other people have put forward in favour of voting for Reform UK at the next general election. Which do you personally find most convincing? Please choose up to five.

Reform UK stand for allowing fewer immigrants into the country	25	34	7	11	73	4	41	12	12	71	3	46	10	11	11	43	13	14	71	14
Reform UK would oppose 'wokeness' in all its forms	18	26	5	6	50	3	31	8	7	50	4	34	6	7	14	32	8	8	43	10
Reform UK would stand up for biological women against the demands of the trans lobby	11	17	3	5	29	3	18	5	7	30	3	20	5	7	8	19	6	7	33	6
Reform UK will stand up for the UK on the national stage	11	14	3	5	36	2	18	5	5	34	4	21	4	5	11	20	6	6	41	7
Reform UK would cut wasteful government spending	11	14	3	6	32	1	17	5	6	31	3	20	4	6	9	19	6	5	25	10
Reform UK will stand up for working people	10	10	3	5	33	3	11	5	5	31	4	16	5	6	8	16	7	3	25	8
Reform UK would fight to reinstate the winter fuel allowance	9	14	2	6	25	4	15	5	6	20	3	16	4	4	6	15	7	5	23	10
Reform UK stand for scrapping Net Zero and rolling back environmental policies	9	12	2	2	32	1	15	3	2	37	1	20	2	1	1	18	4	2	38	3
We might as well roll the dice and try something new, and that might as well be Reform UK	8	9	3	5	16	2	10	5	5	14	2	11	5	5	4	11	6	4	9	5
Voting Reform UK would be the best way to get Labour out	7	9	2	3	20	0	12	3	2	18	2	12	3	2	2	12	4	5	20	2
Reform UK would stand up for the interests of white people over non-white people	6	6	3	3	16	1	8	3	2	14	1	9	2	1	5	9	2	2	23	4
Nigel Farage has a good relationship with President Trump and that could be good for the country	6	8	2	4	16	1	10	3	3	14	2	10	2	4	5	10	3	3	12	3
I think Reform UK would serve well and competently	6	6	3	1	22	0	7	2	1	21	1	9	2	1	2	9	3	3	19	3
Reform UK would cut taxes for people like me	6	9	3	4	17	1	10	4	3	15	3	9	3	5	6	9	4	5	10	6
Reform UK's economic policies would create more good jobs	4	4	2	3	12	3	5	2	3	10	2	6	2	2	3	6	2	2	8	2
I just really like Nigel Farage as leader of the Reform UK party	3	3	1	3	11	1	5	1	2	11	1	6	1	2	2	6	2	3	4	2
None of these	10	9	9	7	1	6	9	10	6	1	6	7	9	6	12	7	10	5	5	6
Not applicable - there is no good reason to consider voting for Reform UK	48	32	74	70	1	82	30	67	70	4	81	25	72	69	61	28	66	69	6	66

Below are some reasons that other people have put forward in favour of voting against Reform UK at the next general election. Which do you personally find most convincing? Please choose up to five.

I worry that Reform are racist/extreme	37	32	62	59	6	64	29	54	59	7	60	24	59	58	57	26	53	57	8	55
Nigel Farage is too sympathetic to Donald Trump	26	27	35	37	9	32	26	33	32	8	32	23	32	42	34	25	33	43	10	34
I would not trust Reform UK to competently serve in government	26	27	42	37	2	34	25	37	39	4	34	21	37	46	35	23	36	46	0	31
Reform UK's denial of climate change - and opposition to reducing greenhouse gasses - is dangerous	21	14	34	38	5	50	14	30	33	5	45	12	32	40	38	13	29	39	3	41
I don't like Reform UK's leader, Nigel Farage	20	19	31	30	4	24	17	29	26	5	30	14	30	31	25	16	27	29	5	21
Reform UK are divisive and polarising generally	20	17	37	28	4	30	14	33	29	4	29	14	33	38	31	15	31	37	2	34
Nigel Farage is too sympathetic to Vladimir Putin	18	20	27	27	8	21	19	24	26	6	20	16	23	30	25	17	24	30	9	27
I worry that Reform UK might use any power they get to harm people	14	8	25	22	1	33	6	21	22	1	32	5	24	16	24	6	19	16	2	22
Reform UK would damage the NHS and public services generally	14	8	26	20	3	26	6	23	17	4	20	5	25	19	13	6	24	16	4	11
Reform UK's economic policies would only favour the richest in society	12	5	21	21	2	28	3	20	14	4	25	4	21	18	14	4	18	16	3	17
Reform UK and their candidates are just too unprofessional	12	15	16	15	5	13	15	16	15	5	13	12	15	15	12	13	13	14	2	12
Reform UK would cut public services that people rely on	8	4	13	16	1	18	3	12	11	1	17	3	13	11	6	4	12	8	1	7
Reform UK and Nigel Farage have undermined Ukraine	7	7	12	11	2	7	7	9	10	2	9	6	10	11	10	6	10	13	1	12
Reform UK might just be the same as the other major parties and politicians we have	7	11	3	4	10	2	10	5	4	15	2	11	4	4	5	11	5	5	10	4
Reform UK would threaten support for free bus travel, free prescriptions and free school meals	6	6	7	9	2	9	5	8	6	2	8	5	7	7	3	5	7	6	3	2
I worry that Reform UK are a new party and so might not win, wasting my vote	6	14	3	2	10	2	14	4	3	9	2	13	3	2	2	12	4	3	9	0
None of these	13	11	4	5	15	4	12	6	7	16	5	13	6	4	13	11	7	4	22	8
Not applicable - there is no good reason against voting Reform UK	18	14	4	6	51	4	19	8	8	49	7	25	7	5	5	24	10	5	47	13

Sample Size: 5346 adults in UK (18+)
Fieldwork: 12th - 27th March 2025

Weighted Sample Unweighted Sample		Reform Curious (5+)		Lab 24 -	Lab19 - Lab24 (Labour Loyalist)	NotLab19 - Lab24 (Labour Joiner)	Seats where Labour won, Reform came second	Red Wall	Blue Wall	Past vote 2016		Political Attention			Gender		Age			
	Total	Not Ref curious	Ref curious	Ref curious						Remain	Leave	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+
	5346	3515	1771	198	735	370	644	285	396	1893	1903	1016	3207	1123	2593	2753	562	2208	1325	1250
	5346	2961	2344	1108	1085	751	698	302	407	1995	2042	555	3412	1379	2437	2909	346	2160	1411	1429
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Below are some reasons that other people have put forward in favour of voting for Reform UK at the next general election. Which do you personally find most convincing? Please choose up to five.

Reform UK stand for allowing fewer immigrants into the country	25	9	57	48	9	19	29	38	22	11	47	19	27	25	27	23	11	18	33	35
Reform UK would oppose 'wokeness' in all its forms	18	7	40	27	6	13	19	23	18	8	32	12	19	18	22	14	9	13	22	24
Reform UK would stand up for biological women against the demands of the trans lobby	11	5	25	17	3	7	11	14	12	6	20	7	13	13	12	11	6	9	15	15
Reform UK will stand up for the UK on the national stage	11	3	28	23	3	9	13	11	9	4	23	9	12	12	12	11	4	7	15	17
Reform UK would cut wasteful government spending	11	4	26	20	3	8	12	13	13	4	20	8	11	13	13	9	8	9	13	14
Reform UK will stand up for working people	10	3	25	24	5	8	13	13	10	4	18	10	11	9	11	10	6	10	13	10
Reform UK would fight to reinstate the winter fuel allowance	9	4	22	22	4	7	12	16	8	5	18	9	10	8	8	11	3	6	11	18
Reform UK stand for scrapping Net Zero and rolling back environmental policies	9	3	23	10	1	5	11	10	10	3	19	5	10	11	12	7	5	5	14	15
We might as well roll the dice and try something new, and that might as well be Reform UK	8	4	16	20	4	7	10	8	7	4	13	5	8	7	7	8	6	7	8	9
Voting Reform UK would be the best way to get Labour out	7	2	16	15	2	4	9	10	5	2	12	7	7	6	8	6	2	5	7	12
Reform UK would stand up for the interests of white people over non-white people	6	2	13	12	2	4	5	6	3	2	10	6	6	5	6	5	4	5	6	8
Nigel Farage has a good relationship with President Trump and that could be good for the country	6	2	14	13	2	5	7	8	3	3	10	5	7	5	7	5	4	6	8	6
I think Reform UK would serve well and competently	6	1	16	11	1	3	7	10	3	2	10	6	6	5	7	5	7	5	6	8
Reform UK would cut taxes for people like me	6	3	14	15	3	4	8	6	5	4	9	6	6	7	7	6	6	7	7	6
Reform UK's economic policies would create more good jobs	4	2	8	7	1	2	3	4	4	2	6	2	4	5	5	3	4	4	4	5
I just really like Nigel Farage as leader of the Reform UK party	3	1	9	7	1	2	4	6	2	1	6	4	3	3	4	3	2	2	3	6
None of these	10	11	7	9	8	10	11	14	9	10	7	17	10	6	9	12	14	12	9	7
Not applicable - there is no good reason to consider voting for Reform UK	48	69	8	11	74	56	45	36	52	70	25	49	46	54	46	50	59	52	44	41

Below are some reasons that other people have put forward in favour of voting against Reform UK at the next general election. Which do you personally find most convincing? Please choose up to five.

I worry that Reform are racist/extreme	37	51	12	17	60	48	34	29	48	55	21	22	39	46	34	41	45	41	34	30
Nigel Farage is too sympathetic to Donald Trump	26	31	14	20	33	37	22	19	33	34	22	14	27	30	23	27	22	20	28	34
I would not trust Reform UK to competently serve in government	26	35	9	13	38	38	24	20	31	40	17	14	27	34	26	26	21	25	28	27
Reform UK's denial of climate change - and opposition to reducing greenhouse gasses - is dangerous	21	28	7	10	30	30	15	14	27	32	11	9	22	29	20	22	29	23	19	16
I don't like Reform UK's leader, Nigel Farage	20	27	6	9	32	28	21	16	24	29	12	14	21	22	20	20	23	20	21	17
Reform UK are divisive and polarising generally	20	28	6	11	37	31	16	14	24	34	11	9	20	31	20	20	15	20	23	20
Nigel Farage is too sympathetic to Vladimir Putin	18	22	11	15	25	26	17	17	18	23	17	11	19	22	18	18	16	17	18	21
I worry that Reform UK might use any power they get to harm people	14	20	3	7	23	17	14	13	12	20	5	7	15	18	13	16	31	18	10	5
Reform UK would damage the NHS and public services generally	14	19	5	8	27	16	15	9	13	21	6	7	14	22	15	14	23	15	12	11
Reform UK's economic policies would only favour the richest in society	12	17	3	7	21	13	12	11	12	17	5	4	12	20	14	11	21	14	10	7
Reform UK and their candidates are just too unprofessional	12	14	8	10	16	18	12	9	16	14	11	5	12	17	13	11	14	11	12	13
Reform UK would cut public services that people rely on	8	11	3	6	12	8	6	4	10	9	4	3	8	13	9	7	14	9	7	5
Reform UK and Nigel Farage have undermined Ukraine	7	8	5	8	11	8	6	8	6	9	6	6	7	9	8	6	5	7	6	10
Reform UK might just be the same as the other major parties and politicians we have	7	5	13	15	4	6	9	10	7	5	11	4	8	7	8	7	5	6	8	10
Reform UK would threaten support for free bus travel, free prescriptions and free school meals	6	7	5	8	7	8	6	5	7	6	5	5	7	6	5	7	10	5	5	6
I worry that Reform UK are a new party and so might not win, wasting my vote	6	4	12	12	3	5	7	10	7	3	11	5	7	6	6	7	4	4	8	10
None of these	13	10	18	14	5	8	11	16	10	7	15	24	12	7	12	14	15	15	11	11
Not applicable - there is no good reason against voting Reform UK	18	10	34	23	6	8	24	24	12	9	28	29	17	12	20	16	12	17	19	22

Sample Size: 5346 adults in UK (18+)
Fieldwork: 12th - 27th March 2025

	Social Grade			Region												Education			Ethnicity	
	Total	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	Low	Medium	High	White	Minority Ethnic
Weighted Sample	5346	3047	2299	195	568	466	404	446	527	615	713	540	278	444	150	1412	2136	1797	4424	762
Unweighted Sample	5346	3178	2168	224	584	493	410	473	522	594	690	502	218	488	148	1477	2076	1792	4490	679
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Below are some reasons that other people have put forward in favour of voting for Reform UK at the next general election. Which do you personally find most convincing? Please choose up to five.

Reform UK stand for allowing fewer immigrants into the country	25	23	28	32	25	25	33	26	25	16	26	25	27	22	24	34	26	16	27	11
Reform UK would oppose 'wokeness' in all its forms	18	17	18	19	17	14	24	20	19	14	17	21	17	17	15	22	19	13	19	11
Reform UK would stand up for biological women against the demands of the trans lobby	11	11	11	13	10	11	14	11	11	9	12	14	11	12	15	14	11	10	12	7
Reform UK will stand up for the UK on the national stage	11	10	13	14	12	11	14	13	12	7	12	11	15	9	6	17	11	7	12	5
Reform UK would cut wasteful government spending	11	11	11	16	10	10	12	13	11	8	11	12	11	11	8	13	12	9	12	8
Reform UK will stand up for working people	10	9	13	11	11	13	11	10	12	8	12	10	12	7	10	16	10	6	11	5
Reform UK would fight to reinstate the winter fuel allowance	9	8	12	10	7	11	11	9	11	7	9	11	11	8	13	16	8	6	11	4
Reform UK stand for scrapping Net Zero and rolling back environmental policies	9	9	9	11	10	10	12	11	10	7	9	9	10	6	9	11	11	7	10	5
We might as well roll the dice and try something new, and that might as well be Reform UK	8	7	9	10	8	7	9	11	8	7	5	8	8	6	8	11	7	6	8	7
Voting Reform UK would be the best way to get Labour out	7	5	9	10	7	5	11	7	8	5	5	8	6	3	6	10	7	4	7	5
Reform UK would stand up for the interests of white people over non-white people	6	5	7	4	9	4	6	7	7	4	5	4	5	6	9	9	5	4	6	4
Nigel Farage has a good relationship with President Trump and that could be good for the country	6	6	7	5	6	6	7	7	6	4	7	5	6	8	9	9	6	4	7	4
I think Reform UK would serve well and competently	6	5	7	11	7	6	9	7	5	6	7	4	3	5	2	8	6	4	6	7
Reform UK would cut taxes for people like me	6	7	6	6	6	5	9	6	7	6	6	6	5	7	8	7	6	6	6	6
Reform UK's economic policies would create more good jobs	4	4	3	3	4	4	4	4	4	4	3	4	6	4	4	3	4	4	4	5
I just really like Nigel Farage as leader of the Reform UK party	3	3	4	4	2	4	4	3	4	2	4	4	4	2	0	5	4	1	4	2
None of these	10	9	12	13	12	8	9	11	12	10	10	9	9	14	6	10	13	9	10	14
Not applicable - there is no good reason to consider voting for Reform UK	48	52	43	44	47	52	40	45	45	56	49	49	49	50	50	38	46	60	47	57

Below are some reasons that other people have put forward in favour of voting against Reform UK at the next general election. Which do you personally find most convincing? Please choose up to five.

I worry that Reform are racist/extreme	37	44	28	35	34	36	34	35	33	46	42	38	38	36	38	23	35	52	36	48
Nigel Farage is too sympathetic to Donald Trump	26	28	23	25	24	26	27	23	24	24	26	26	27	29	33	23	24	29	26	22
I would not trust Reform UK to competently serve in government	26	30	20	25	24	29	22	21	23	33	27	24	18	31	29	15	25	34	25	28
Reform UK's denial of climate change - and opposition to reducing greenhouse gasses - is dangerous	21	25	16	21	18	19	18	19	18	22	25	25	17	22	29	11	17	33	21	20
I don't like Reform UK's leader, Nigel Farage	20	22	17	23	16	20	11	19	19	22	19	26	19	24	23	15	19	24	19	25
Reform UK are divisive and polarising generally	20	25	14	14	18	20	16	16	17	26	23	22	17	24	24	10	17	31	20	23
Nigel Farage is too sympathetic to Vladimir Putin	18	19	17	18	16	22	18	19	15	18	19	17	19	18	21	15	18	20	19	13
I worry that Reform UK might use any power they get to harm people	14	17	11	15	15	14	12	9	11	22	14	16	13	16	12	6	14	22	13	22
Reform UK would damage the NHS and public services generally	14	17	11	14	13	14	12	13	15	17	12	12	15	20	20	7	14	20	13	20
Reform UK's economic policies would only favour the richest in society	12	14	10	14	13	10	15	11	10	18	9	10	11	13	17	6	11	18	11	18
Reform UK and their candidates are just too unprofessional	12	14	9	16	12	11	10	13	12	14	12	10	10	12	9	7	12	15	11	15
Reform UK would cut public services that people rely on	8	9	6	9	6	7	7	7	6	13	7	7	7	12	11	4	8	12	7	12
Reform UK and Nigel Farage have undermined Ukraine	7	8	6	5	8	7	7	7	5	6	7	7	10	8	8	7	6	8	7	6
Reform UK might just be the same as the other major parties and politicians we have	7	7	7	11	8	8	9	7	7	7	8	6	5	6	6	8	8	7	7	7
Reform UK would threaten support for free bus travel, free prescriptions and free school meals	6	6	6	5	5	6	8	6	6	9	5	4	6	6	4	5	6	7	6	9
I worry that Reform UK are a new party and so might not win, wasting my vote	6	6	6	6	6	7	8	9	6	6	7	5	8	3	5	8	7	5	6	7
None of these	13	10	17	9	16	11	12	11	16	11	12	14	13	16	16	18	14	8	13	12
Not applicable - there is no good reason against voting Reform UK	18	14	24	21	20	19	23	23	21	12	17	18	21	14	10	27	19	10	19	13

Sample Size: 5346 adults in UK (18+)
Fieldwork: 12th - 27th March 2025

	Household Income					Savings Amount					Religion				House Tenure		
	Total	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Prefer Not to say	Own	Rent	Other
Weighted Sample	5346	928	1228	1046	775	1749	679	478	263	268	2830	1796	427	169	3138	1372	707
Unweighted Sample	5346	946	1292	1069	780	1742	677	489	266	299	2770	1928	389	155	3234	1445	568
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Below are some reasons that other people have put forward in favour of voting for Reform UK at the next general election. Which do you personally find most convincing? Please choose up to five.

Reform UK stand for allowing fewer immigrants into the country	25	27	27	24	22	24	25	25	29	32	21	35	12	17	29	20	16
Reform UK would oppose 'wokeness' in all its forms	18	17	20	18	16	17	18	20	19	23	16	22	12	17	21	13	12
Reform UK would stand up for biological women against the demands of the trans lobby	11	11	13	11	11	10	12	16	12	15	9	16	8	9	13	9	8
Reform UK will stand up for the UK on the national stage	11	12	12	10	9	10	11	11	14	11	9	17	6	8	13	10	7
Reform UK would cut wasteful government spending	11	9	11	10	14	11	11	11	14	16	10	13	10	5	13	9	7
Reform UK will stand up for working people	10	12	11	11	10	12	9	8	11	11	9	15	6	6	11	10	8
Reform UK would fight to reinstate the winter fuel allowance	9	14	12	7	7	9	8	10	10	10	7	15	5	5	10	10	6
Reform UK stand for scrapping Net Zero and rolling back environmental policies	9	11	9	8	8	7	10	10	11	16	8	13	5	5	11	7	7
We might as well roll the dice and try something new, and that might as well be Reform UK	8	9	10	7	7	9	7	7	8	9	7	10	6	4	8	8	7
Voting Reform UK would be the best way to get Labour out	7	10	7	6	4	6	8	7	9	5	6	9	4	3	7	7	5
Reform UK would stand up for the interests of white people over non-white people	6	8	6	5	4	6	3	6	7	4	5	8	3	2	6	6	4
Nigel Farage has a good relationship with President Trump and that could be good for the country	6	8	6	7	5	7	5	6	7	6	6	8	4	6	7	5	6
I think Reform UK would serve well and competently	6	9	6	5	5	7	5	7	5	6	5	8	5	3	6	6	5
Reform UK would cut taxes for people like me	6	7	6	8	9	7	7	8	7	7	5	8	6	4	7	6	5
Reform UK's economic policies would create more good jobs	4	5	3	4	6	4	4	3	5	6	3	5	5	3	4	4	3
I just really like Nigel Farage as leader of the Reform UK party	3	5	4	2	3	4	3	4	4	2	3	5	2	4	3	4	1
None of these	10	11	10	10	8	11	8	7	4	5	10	9	16	15	9	12	11
Not applicable - there is no good reason to consider voting for Reform UK	48	43	46	51	50	47	51	51	49	44	55	37	55	59	46	51	55

Below are some reasons that other people have put forward in favour of voting against Reform UK at the next general election. Which do you personally find most convincing? Please choose up to five.

I worry that Reform are racist/extreme	37	29	33	43	52	37	46	45	44	41	41	32	41	39	37	36	42
Nigel Farage is too sympathetic to Donald Trump	26	25	28	26	25	24	28	30	33	31	27	25	19	26	28	22	24
I would not trust Reform UK to competently serve in government	26	20	24	31	32	23	32	33	29	32	27	25	27	19	28	22	24
Reform UK's denial of climate change - and opposition to reducing greenhouse gasses - is dangerous	21	15	19	25	29	20	26	29	34	24	24	17	18	23	21	20	24
I don't like Reform UK's leader, Nigel Farage	20	18	17	22	23	18	21	27	19	21	21	17	23	19	20	19	22
Reform UK are divisive and polarising generally	20	15	18	23	31	18	27	28	25	27	21	19	20	14	23	16	17
Nigel Farage is too sympathetic to Vladimir Putin	18	17	19	19	19	18	23	20	19	20	19	18	11	13	19	16	19
I worry that Reform UK might use any power they get to harm people	14	13	12	17	18	16	21	16	10	12	16	9	20	15	11	16	24
Reform UK would damage the NHS and public services generally	14	12	11	17	20	15	17	14	18	12	15	12	17	16	13	14	19
Reform UK's economic policies would only favour the richest in society	12	11	11	14	16	13	15	14	14	9	13	9	16	12	10	13	18
Reform UK and their candidates are just too unprofessional	12	9	12	12	15	11	14	13	13	20	11	12	14	9	13	10	12
Reform UK would cut public services that people rely on	8	7	8	9	11	8	11	10	7	8	9	6	9	8	6	10	11
Reform UK and Nigel Farage have undermined Ukraine	7	7	8	7	7	6	6	9	11	7	7	7	7	5	8	5	8
Reform UK might just be the same as the other major parties and politicians we have	7	7	8	7	7	7	7	8	7	10	6	9	6	7	8	6	5
Reform UK would threaten support for free bus travel, free prescriptions and free school meals	6	6	7	6	5	7	6	5	7	7	5	6	8	8	5	7	7
I worry that Reform UK are a new party and so might not win, wasting my vote	6	7	7	7	5	5	7	7	6	9	5	9	5	6	7	5	4
None of these	13	14	13	10	10	13	7	9	8	9	12	13	14	17	12	15	13
Not applicable - there is no good reason against voting Reform UK	18	25	19	14	10	20	13	15	13	18	18	19	17	18	18	22	14

Sample Size: 5346 adults in UK (18+)
Fieldwork: 12th - 27th March 2025

		Westminster VI					Vote in 2024 GE					Vote in 2019 GE				Vote in 2017 GE					
		Total	Con	Lab	Lib Dem	Ref UK	Green	Con	Lab	Lib Dem	Ref UK	Green	Con	Lab	Lib Dem	Green	Con	Lab	Lib Dem	UKIP	Green
Weighted Sample	Unweighted Sample	5346	752	991	430	903	362	931	1326	481	561	308	1586	1098	361	158	1408	1073	271	114	142
		5346	629	1105	425	1094	330	657	2162	415	457	271	1547	1410	367	160	1369	1405	283	116	128
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Sometimes people talk about governments being tough on groups within society. If you had to prioritise, which of the below groups would you most like to see the Labour government be tough on? Please select up to three.

Asylum seekers crossing the channel illegally on small boats	37	53	16	18	76	9	58	22	22	76	11	62	18	20	31	59	23	22	75	29
Water companies who pollute rivers	35	26	49	48	20	62	26	47	50	20	57	26	52	52	48	28	50	52	26	52
Oil and gas companies making large profits	34	22	46	39	20	65	19	47	37	19	60	22	52	39	43	22	48	42	28	50
People who claim benefits when they don't need to	29	42	24	28	32	18	41	24	31	33	17	39	21	34	27	40	21	31	39	24
Migrants who do not integrate into British society	21	31	9	12	48	6	32	13	11	51	8	35	11	14	14	34	14	11	43	19
Publicly funded bodies who spend money wastefully	20	22	19	23	19	17	23	20	24	22	18	23	21	22	24	23	21	24	12	25
People committing anti-social behaviour	17	19	21	18	14	16	18	20	18	13	19	17	18	23	16	18	18	22	14	15
Businesses who don't pay the minimum wage	16	9	26	23	6	28	6	22	22	6	25	5	27	19	22	6	27	20	4	21
Businesses who rip off consumers through hidden charges/making it hard to cancel services	14	7	21	21	7	15	9	19	19	7	15	9	18	21	19	9	18	20	6	13
Businesses who treat their employees badly	13	6	23	17	3	28	6	19	15	3	28	5	22	14	18	4	20	14	3	20
Campaign groups who organise disruptive protests	7	11	3	5	14	2	13	4	4	13	2	13	3	6	3	13	4	6	15	3
Trade Unions seeking to organise strike action	6	17	2	5	11	2	19	2	5	9	1	15	1	8	3	15	2	5	10	3
Residents and organisations who consistently oppose development (NIMBYs)	4	3	6	6	2	4	3	5	6	2	5	3	5	6	3	3	4	5	1	3
Pensioners who receive benefits when they don't need them	3	5	4	2	2	4	3	4	3	2	3	2	3	2	8	2	3	3	3	5
None of these	4	1	1	3	2	1	2	2	4	2	1	2	2	2	1	2	2	3	2	1
Don't know	7	5	4	5	3	6	4	5	4	3	6	3	5	2	4	3	4	2	3	4

And based on what you've seen in the news or elsewhere, is the government being too tough, not tough enough, or getting about the right balance on the below groups or not?

[Respondents were randomly shown 6 groups to answer the question on]

Businesses who rip off consumers through hidden charges/making it hard to cancel services

[N=2208]

They are being too tough on this group	1	2	1	1	2	0	2	1	1	2	0	2	2	1	0	2	0	2	3	0
They are getting the balance about right with this group	8	11	13	9	6	8	7	11	11	9	9	8	11	4	6	8	10	6	3	11
They are not being tough enough on this group	66	63	62	71	75	69	66	64	59	70	71	67	64	60	72	66	68	64	91	76
Don't know	25	24	24	19	17	22	25	24	28	19	20	23	23	35	22	24	22	27	3	14

Businesses who treat their employees badly

[N=2281]

They are being too tough on this group	2	3	1	1	5	1	3	1	0	4	0	3	1	2	0	2	1	3	9	0
They are getting the balance about right with this group	16	21	24	13	21	10	22	20	18	18	11	22	18	15	10	24	13	19	14	9
They are not being tough enough on this group	52	50	53	62	47	61	47	53	54	48	64	48	55	54	52	44	60	57	57	54
Don't know	29	26	22	23	28	28	27	25	27	29	25	27	26	29	38	29	26	21	19	37

Businesses who don't pay the minimum wage

[N=2284]

They are being too tough on this group	2	3	3	1	3	1	3	1	1	5	1	3	2	1	0	2	1	3	2	0
They are getting the balance about right with this group	16	21	19	17	17	10	22	16	19	17	8	22	16	14	12	23	16	17	2	10
They are not being tough enough on this group	53	50	54	60	55	61	48	57	49	53	61	48	57	47	51	46	59	54	75	46
Don't know	29	25	25	22	24	28	27	26	31	25	31	28	26	38	37	29	24	26	21	44

People committing anti-social behaviour

[N=2262]

They are being too tough on this group	2	0	4	1	3	4	0	3	1	2	6	1	3	0	7	2	1	0	4	5
They are getting the balance about right with this group	14	8	28	22	8	21	8	23	19	7	22	8	24	22	18	8	20	17	4	21
They are not being tough enough on this group	62	82	48	55	81	45	81	55	52	81	43	79	52	54	53	79	59	58	83	51
Don't know	21	10	20	23	8	29	11	19	28	10	29	12	22	24	22	11	19	25	9	24

Sample Size: 5346 adults in UK (18+)
Fieldwork: 12th - 27th March 2025

Weighted Sample Unweighted Sample		Reform Curious (5+)		Lab 24 -	Lab19 - Lab24 (Labour Loyalist)	NotLab19 - Lab24 (Labour Joiner)	Seats where Labour won, Reform came second	Red Wall	Blue Wall	Past vote 2016		Political Attention			Gender		Age			
	Total	Not Ref curious	Ref curious	Ref curious						Remain	Leave	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+
	5346	3515	1771	198	735	370	644	285	396	1893	1903	1016	3207	1123	2593	2753	562	2208	1325	1250
	5346	2961	2344	1108	1085	751	698	302	407	1995	2042	555	3412	1379	2437	2909	346	2160	1411	1429
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Sometimes people talk about governments being tough on groups within society. If you had to prioritise, which of the below groups would you most like to see the Labour government be tough on? Please select up to three.

Asylum seekers crossing the channel illegally on small boats	37	23	65	53	20	29	40	46	33	20	62	35	39	31	37	36	15	27	47	53
Water companies who pollute rivers	35	42	22	27	52	44	30	31	41	47	26	19	36	46	33	36	35	32	35	38
Oil and gas companies making large profits	34	41	20	29	52	42	37	29	34	43	26	26	35	39	30	38	37	35	34	32
People who claim benefits when they don't need to	29	26	33	33	22	31	29	35	28	28	34	26	31	24	25	32	18	27	32	34
Migrants who do not integrate into British society	21	13	39	31	11	17	23	26	19	13	35	21	22	21	25	18	9	17	28	27
Publicly funded bodies who spend money wastefully	20	20	20	19	21	20	21	19	20	21	23	16	21	20	19	20	14	18	21	25
People committing anti-social behaviour	17	18	15	18	19	20	18	20	18	19	16	12	18	21	18	16	13	16	21	17
Businesses who don't pay the minimum wage	16	21	7	12	26	13	17	12	19	23	8	14	17	18	15	18	20	19	14	12
Businesses who rip off consumers through hidden charges/making it hard to cancel services	14	17	8	12	18	20	13	12	15	18	10	11	14	17	16	12	15	15	15	11
Businesses who treat their employees badly	13	17	5	10	21	13	11	12	15	19	5	9	12	18	14	12	18	15	12	8
Campaign groups who organise disruptive protests	7	5	12	8	4	7	5	5	7	5	11	5	7	9	8	6	2	5	10	11
Trade Unions seeking to organise strike action	6	4	11	4	1	4	5	8	7	5	11	6	7	7	7	6	2	4	6	14
Residents and organisations who consistently oppose development (NIMBYs)	4	4	3	3	5	5	3	2	4	4	2	2	3	7	5	2	7	4	2	3
Pensioners who receive benefits when they don't need them	3	3	2	6	4	4	3	2	4	3	3	3	3	4	4	3	5	4	3	2
None of these	4	3	4	4	1	2	2	5	3	2	2	8	3	1	4	3	8	5	2	1
Don't know	7	8	5	3	4	4	9	7	5	5	4	18	6	2	7	8	17	11	3	2

And based on what you've seen in the news or elsewhere, is the government being too tough, not tough enough, or getting about the right balance on the below groups or not?

[Respondents were randomly shown 6 groups to answer the question on]

Businesses who rip off consumers through hidden charges/making it hard to cancel services

[N=2208]

They are being too tough on this group	1	1	2	3	2	0	2	4	2	1	2	1	1	2	2	1	1	2	1	2
They are getting the balance about right with this group	8	7	8	9	12	8	5	4	14	10	6	4	8	13	9	7	12	10	6	5
They are not being tough enough on this group	66	65	68	71	64	67	67	68	65	64	70	59	67	71	69	64	58	62	70	73
Don't know	25	27	21	17	22	25	26	23	19	25	22	36	25	14	21	28	29	27	23	21

Businesses who treat their employees badly

[N=2281]

They are being too tough on this group	2	1	4	3	1	2	2	3	2	1	3	2	2	3	3	1	1	2	2	2
They are getting the balance about right with this group	16	14	21	24	16	20	13	19	20	16	19	11	16	23	20	13	16	16	15	19
They are not being tough enough on this group	52	56	46	54	56	53	56	51	48	54	50	45	52	58	53	51	49	52	54	51
Don't know	29	29	29	19	27	26	29	27	30	28	27	42	30	15	24	34	35	29	29	28

Businesses who don't pay the minimum wage

[N=2284]

They are being too tough on this group	2	1	4	3	2	1	4	3	3	1	3	2	2	3	3	1	1	3	2	2
They are getting the balance about right with this group	16	14	20	20	17	14	15	12	22	17	17	5	17	22	17	14	13	14	17	18
They are not being tough enough on this group	53	55	49	56	54	57	52	50	54	54	52	47	54	55	55	51	52	51	55	55
Don't know	29	30	28	21	27	28	30	36	21	28	27	46	27	19	25	34	34	33	26	25

People committing anti-social behaviour

[N=2262]

They are being too tough on this group	2	2	3	4	2	2	1	1	2	2	2	2	2	4	2	2	5	3	2	1
They are getting the balance about right with this group	14	17	10	17	23	20	15	14	14	19	7	9	14	21	15	14	29	15	12	10
They are not being tough enough on this group	62	56	74	70	54	63	61	71	59	59	76	51	64	65	65	59	32	55	71	77
Don't know	21	25	13	9	21	15	24	14	25	20	15	38	20	10	18	25	35	28	15	12

Sample Size: 5346 adults in UK (18+)
Fieldwork: 12th - 27th March 2025

	Social Grade			Region												Education			Ethnicity	
	Total	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	Low	Medium	High	White	Minority Ethnic
Weighted Sample	5346	3047	2299	195	568	466	404	446	527	615	713	540	278	444	150	1412	2136	1797	4424	762
Unweighted Sample	5346	3178	2168	224	584	493	410	473	522	594	690	502	218	488	148	1477	2076	1792	4490	679
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Sometimes people talk about governments being tough on groups within society. If you had to prioritise, which of the below groups would you most like to see the Labour government be tough on? Please select up to three.

Asylum seekers crossing the channel illegally on small boats	37	32	42	46	38	38	45	42	40	22	37	36	35	35	35	52	39	22	40	16
Water companies who pollute rivers	35	39	29	33	30	32	29	33	32	38	41	40	33	32	39	25	33	44	35	33
Oil and gas companies making large profits	34	35	32	42	34	33	32	32	27	34	31	38	35	36	49	28	33	40	35	31
People who claim benefits when they don't need to	29	32	24	25	28	29	33	29	26	24	33	29	31	24	35	28	29	28	29	26
Migrants who do not integrate into British society	21	20	23	17	23	23	25	23	23	14	21	18	25	25	18	27	22	16	23	11
Publicly funded bodies who spend money wastefully	20	21	18	20	22	20	21	20	16	20	17	19	20	25	19	16	20	23	19	24
People committing anti-social behaviour	17	18	16	20	16	17	21	19	16	19	17	14	18	15	15	16	16	19	17	20
Businesses who don't pay the minimum wage	16	18	15	15	16	16	14	13	17	21	14	19	17	16	23	13	14	22	16	20
Businesses who rip off consumers through hidden charges/making it hard to cancel services	14	14	13	16	13	16	14	12	11	18	14	11	13	18	11	11	12	18	13	21
Businesses who treat their employees badly	13	14	12	13	11	14	11	16	12	16	10	15	9	14	15	8	12	18	12	19
Campaign groups who organise disruptive protests	7	7	7	6	4	6	10	6	9	8	8	8	3	8	8	9	7	6	8	5
Trade Unions seeking to organise strike action	6	6	6	7	5	6	8	8	7	8	8	7	6	4	2	8	7	5	7	5
Residents and organisations who consistently oppose development (NIMBYs)	4	4	3	3	4	4	4	2	2	6	5	4	0	3	2	2	3	5	3	8
Pensioners who receive benefits when they don't need them	3	3	3	4	4	1	4	3	4	5	2	2	1	3	2	3	3	4	3	6
None of these	4	3	5	3	4	2	3	4	5	4	3	3	6	6	4	5	4	2	4	3
Don't know	7	6	10	3	9	10	4	7	11	8	7	6	8	6	2	9	9	5	7	9

And based on what you've seen in the news or elsewhere, is the government being too tough, not tough enough, or getting about the right balance on the below groups or not?

[Respondents were randomly shown 6 groups to answer the question on]

Businesses who rip off consumers through hidden charges/making it hard to cancel services

[N=2208]

They are being too tough on this group	1	2	1	3	1	1	1	0	1	3	1	2	1	2	2	1	1	2	1	1
They are getting the balance about right with this group	8	9	7	5	8	5	7	8	9	11	8	5	12	9	5	6	7	11	8	9
They are not being tough enough on this group	66	66	66	62	67	72	70	71	58	64	63	64	65	70	70	68	66	64	66	63
Don't know	25	24	26	30	23	22	21	21	33	22	28	29	21	20	23	25	26	23	25	27

Businesses who treat their employees badly

[N=2281]

They are being too tough on this group	2	2	2	4	3	1	2	2	1	5	0	1	5	1	0	1	3	2	2	3
They are getting the balance about right with this group	16	19	13	17	16	16	18	16	15	18	21	14	19	12	12	15	16	18	16	19
They are not being tough enough on this group	52	49	56	54	55	61	55	51	42	51	47	50	44	60	68	52	51	54	52	52
Don't know	29	29	29	25	26	22	25	32	42	27	31	35	32	27	20	32	31	26	30	26

Businesses who don't pay the minimum wage

[N=2284]

They are being too tough on this group	2	3	2	1	3	2	1	2	1	7	1	2	3	0	1	2	2	2	2	4
They are getting the balance about right with this group	16	18	13	16	14	13	17	17	14	15	19	16	16	13	22	13	16	17	15	19
They are not being tough enough on this group	53	50	57	59	55	56	55	52	52	53	49	45	50	61	59	54	51	54	53	52
Don't know	29	30	29	24	28	29	27	30	33	26	31	37	31	26	18	30	31	27	30	25

People committing anti-social behaviour

[N=2262]

They are being too tough on this group	2	2	2	0	3	2	2	3	3	5	0	3	0	2	0	2	2	3	2	6
They are getting the balance about right with this group	14	16	13	16	15	13	9	15	15	21	11	14	18	16	12	10	13	20	13	19
They are not being tough enough on this group	62	61	63	67	60	65	75	63	57	53	66	58	54	62	73	70	62	54	64	51
Don't know	21	21	22	17	23	20	14	19	25	22	23	26	28	20	15	18	23	23	21	24

Sample Size: 5346 adults in UK (18+)
Fieldwork: 12th - 27th March 2025

	Household Income					Savings Amount					Religion				House Tenure		
	Total	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Prefer Not to say	Own	Rent	Other
Weighted Sample	5346	928	1228	1046	775	1749	679	478	263	268	2830	1796	427	169	3138	1372	707
Unweighted Sample	5346	946	1292	1069	780	1742	677	489	266	299	2770	1928	389	155	3234	1445	568
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Sometimes people talk about governments being tough on groups within society. If you had to prioritise, which of the below groups would you most like to see the Labour government be tough on? Please select up to three.

Asylum seekers crossing the channel illegally on small boats	37	41	42	35	27	35	33	35	36	45	33	47	22	28	42	32	23
Water companies who pollute rivers	35	33	35	36	37	32	39	39	39	37	37	31	34	32	36	33	34
Oil and gas companies making large profits	34	36	33	36	37	37	38	31	38	27	37	31	30	30	33	37	32
People who claim benefits when they don't need to	29	22	30	34	33	28	29	32	32	37	28	33	23	19	35	19	20
Migrants who do not integrate into British society	21	20	24	20	22	21	22	18	21	26	20	27	12	22	24	20	14
Publicly funded bodies who spend money wastefully	20	15	20	22	23	17	24	22	25	24	19	20	24	17	22	17	17
People committing anti-social behaviour	17	16	16	21	16	17	17	18	22	17	16	19	18	15	18	16	15
Businesses who don't pay the minimum wage	16	16	18	18	16	18	21	17	17	12	18	13	21	13	14	22	18
Businesses who rip off consumers through hidden charges/making it hard to cancel services	14	15	12	14	16	15	13	20	14	14	14	13	17	10	13	16	14
Businesses who treat their employees badly	13	13	12	14	13	13	14	15	15	9	14	10	16	16	11	16	18
Campaign groups who organise disruptive protests	7	8	8	6	8	5	6	8	9	14	6	9	7	10	9	6	4
Trade Unions seeking to organise strike action	6	6	7	5	7	5	6	9	7	14	5	9	5	7	8	4	4
Residents and organisations who consistently oppose development (NIMBYs)	4	2	3	5	6	3	5	5	4	6	4	3	5	4	3	4	6
Pensioners who receive benefits when they don't need them	3	4	2	3	5	3	4	2	3	4	3	3	5	5	3	3	4
None of these	4	4	3	2	3	4	3	2	2	0	4	3	4	6	2	5	6
Don't know	7	10	6	5	5	8	4	4	2	2	8	4	11	15	5	10	15

And based on what you've seen in the news or elsewhere, is the government being too tough, not tough enough, or getting about the right balance on the below groups or not?

[Respondents were randomly shown 6 groups to answer the question on]

Businesses who rip off consumers through hidden charges/making it hard to cancel services

[N=2208]

They are being too tough on this group	1	1	2	2	2	2	1	1	4	2	1	2	3	3	1	2	2
They are getting the balance about right with this group	8	6	8	9	9	9	5	12	10	9	8	8	9	4	8	8	7
They are not being tough enough on this group	66	72	66	65	62	66	69	64	69	73	65	70	62	66	67	66	62
Don't know	25	21	24	23	26	24	24	23	17	16	26	21	27	27	24	24	29

Businesses who treat their employees badly

[N=2281]

They are being too tough on this group	2	2	2	1	3	3	2	2	2	3	2	2	2	0	2	2	1
They are getting the balance about right with this group	16	12	16	21	23	16	18	21	20	34	15	19	14	16	18	15	12
They are not being tough enough on this group	52	57	54	51	48	58	52	52	47	38	53	52	47	54	51	57	47
Don't know	29	29	29	26	27	24	28	25	32	26	30	27	37	30	29	26	39

Businesses who don't pay the minimum wage

[N=2284]

They are being too tough on this group	2	2	2	2	3	3	2	1	2	3	2	3	4	2	2	3	2
They are getting the balance about right with this group	16	13	15	23	16	16	19	20	21	19	13	17	19	16	18	12	11
They are not being tough enough on this group	53	54	56	52	52	55	50	50	48	50	53	53	52	53	52	54	54
Don't know	29	31	27	23	29	26	29	28	29	28	32	27	25	29	28	31	32

People committing anti-social behaviour

[N=2262]

They are being too tough on this group	2	3	1	2	5	2	4	3	4	1	2	2	3	4	2	2	2
They are getting the balance about right with this group	14	15	13	15	20	16	15	15	18	16	14	13	17	12	12	16	19
They are not being tough enough on this group	62	60	66	65	60	60	63	63	67	70	59	71	53	57	69	55	50
Don't know	21	21	20	18	15	21	18	19	11	14	25	15	26	27	17	27	29

Sample Size: 5346 adults in UK (18+)
Fieldwork: 12th - 27th March 2025

	Westminster VI						Vote in 2024 GE					Vote in 2019 GE				Vote in 2017 GE				
	Total	Con	Lab	Lib Dem	Ref UK	Green	Con	Lab	Lib Dem	Ref UK	Green	Con	Lab	Lib Dem	Green	Con	Lab	Lib Dem	UKIP	Green
Weighted Sample	5346	752	991	430	903	362	931	1326	481	561	308	1586	1098	361	158	1408	1073	271	114	142
Unweighted Sample	5346	629	1105	425	1094	330	657	2162	415	457	271	1547	1410	367	160	1369	1405	283	116	128
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Water companies who pollute rivers

[N=2291]

They are being too tough on this group	1	2	3	2	2	0	1	1	2	3	0	1	2	2	0	1	1	2	3	0
They are getting the balance about right with this group	8	13	12	6	8	2	12	9	7	10	4	10	8	7	4	7	8	10	9	11
They are not being tough enough on this group	74	71	71	79	80	84	74	77	72	76	80	77	76	81	85	80	76	78	87	79
Don't know	17	14	15	13	11	13	13	13	18	11	16	12	14	10	11	12	16	10	1	10

Oil and gas companies making large profits

[N=2296]

They are being too tough on this group	5	13	1	2	10	0	12	1	1	11	1	10	1	4	2	10	1	2	16	0
They are getting the balance about right with this group	11	14	11	13	13	6	16	10	11	10	7	13	6	10	9	13	7	10	4	11
They are not being tough enough on this group	66	55	72	71	65	83	54	76	70	65	77	61	79	73	72	61	79	75	69	65
Don't know	19	17	16	14	12	12	18	12	18	14	15	15	14	14	17	16	13	12	11	25

Residents and organisations who consistently oppose development ('NIMBYs')

[N=2327]

They are being too tough on this group	10	15	7	7	17	8	16	8	8	21	6	17	8	6	6	15	8	9	28	10
They are getting the balance about right with this group	24	26	40	26	19	27	25	31	27	19	22	24	29	40	27	27	28	32	18	21
They are not being tough enough on this group	21	19	21	27	24	19	22	23	20	21	20	22	18	23	26	23	22	20	19	23
Don't know	46	39	32	40	40	46	37	37	45	38	51	36	45	31	41	36	42	40	35	47

Trade Unions seeking to organise strike action

[N=2338]

They are being too tough on this group	9	4	11	12	3	34	4	10	11	5	27	3	14	8	14	3	13	8	2	12
They are getting the balance about right with this group	26	13	50	41	13	26	10	44	37	12	29	14	44	34	30	15	41	36	10	26
They are not being tough enough on this group	34	62	11	22	62	12	66	15	22	59	13	62	11	27	14	61	14	29	62	35
Don't know	31	21	28	25	21	29	20	31	29	24	31	21	31	31	42	21	32	27	26	27

Campaign groups who organise disruptive protests

[N=2314]

They are being too tough on this group	12	2	19	12	4	40	2	14	18	5	37	3	24	13	26	3	19	15	9	22
They are getting the balance about right with this group	20	16	32	32	9	28	14	28	27	8	22	14	26	33	23	15	28	31	2	22
They are not being tough enough on this group	45	68	25	28	78	10	74	32	29	75	13	72	24	27	24	70	28	27	77	33
Don't know	23	13	24	28	8	23	10	25	26	12	27	12	27	27	27	12	25	27	12	22

People who claim benefits when they don't need to

[N=2263]

They are being too tough on this group	8	5	10	8	6	22	3	8	6	4	21	3	12	5	11	3	11	6	0	14
They are getting the balance about right with this group	19	12	33	24	14	24	12	30	18	9	18	11	29	21	16	13	26	23	17	11
They are not being tough enough on this group	53	72	39	47	71	31	72	43	52	74	37	73	38	52	52	71	43	53	68	52
Don't know	21	10	17	21	9	23	13	19	24	13	23	13	20	22	21	13	20	18	15	23

Publicly funded bodies who spend money wastefully

[N=2330]

They are being too tough on this group	2	1	3	2	2	2	2	2	2	1	3	1	2	3	4	1	2	2	0	3
They are getting the balance about right with this group	13	9	27	23	3	17	9	20	18	2	16	7	22	17	14	7	18	18	0	12
They are not being tough enough on this group	61	72	47	54	85	55	74	53	51	85	55	78	48	53	62	78	55	57	84	65
Don't know	24	17	23	21	11	25	15	24	30	11	27	14	27	27	20	14	26	23	16	20

Sample Size: 5346 adults in UK (18+)
Fieldwork: 12th - 27th March 2025

		Reform Curious (5+)		Lab 24 -	Lab19 - Lab24	NotLab19 - Lab24	Seats where Labour			Past vote 2016		Political Attention			Gender		Age			
	Total	Not Ref curious	Ref curious	Ref curious	(Labour Loyalist)	(Labour Joiner)	won, Reform came second	Red Wall	Blue Wall	Remain	Leave	Low (0-2)	Medium (3- 7)	High (8- 10)	Male	Female	18-24	25-49	50-64	65+
Weighted Sample	5346	3515	1771	198	735	370	644	285	396	1893	1903	1016	3207	1123	2593	2753	562	2208	1325	1250
Unweighted Sample	5346	2961	2344	1108	1085	751	698	302	407	1995	2042	555	3412	1379	2437	2909	346	2160	1411	1429
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Water companies who pollute rivers

[N=2291]

They are being too tough on this group	1	1	2	3	1	0	1	3	0	1	1	1	1	2	1	1	1	2	1	1
They are getting the balance about right with this group	8	6	11	13	9	5	6	5	4	6	9	7	8	9	9	7	10	8	7	7
They are not being tough enough on this group	74	73	75	71	76	81	76	75	79	79	77	55	77	81	76	72	60	67	81	84
Don't know	17	19	12	13	13	13	17	17	16	14	13	38	15	8	14	20	29	23	11	8

Oil and gas companies making large profits

[N=2296]

They are being too tough on this group	5	2	10	3	1	3	7	4	7	2	9	2	5	7	8	2	1	4	5	8
They are getting the balance about right with this group	11	9	14	17	6	10	12	10	15	9	11	6	10	15	14	7	15	9	11	11
They are not being tough enough on this group	66	70	59	70	80	76	64	63	60	73	64	50	69	71	62	70	61	63	69	69
Don't know	19	19	17	10	14	11	17	23	18	16	17	41	16	7	16	22	24	24	15	12

Residents and organisations who consistently oppose development ('NIMBYs')

[N=2327]

They are being too tough on this group	10	8	14	10	6	10	11	10	12	6	16	4	10	13	10	9	5	7	12	14
They are getting the balance about right with this group	24	25	22	25	35	28	27	20	27	31	21	12	25	32	27	21	21	21	26	28
They are not being tough enough on this group	21	21	22	23	21	30	16	20	21	24	21	16	21	26	26	16	18	20	23	23
Don't know	46	46	42	41	37	33	46	50	40	39	42	68	44	29	37	54	56	52	39	36

Trade Unions seeking to organise strike action

[N=2338]

They are being too tough on this group	9	12	4	8	10	8	11	8	8	12	4	4	9	16	11	8	15	12	8	4
They are getting the balance about right with this group	26	31	17	35	48	35	23	25	28	34	19	13	26	36	29	23	33	26	26	23
They are not being tough enough on this group	34	24	53	29	9	30	30	36	37	23	53	37	33	34	38	29	14	24	38	54
Don't know	31	33	25	28	32	27	36	31	28	30	24	47	33	14	22	40	38	38	28	20

Campaign groups who organise disruptive protests

[N=2314]

They are being too tough on this group	12	16	5	7	18	7	10	8	14	18	5	2	12	22	11	13	21	14	10	7
They are getting the balance about right with this group	20	23	14	23	31	25	16	16	20	24	15	12	21	25	21	18	27	20	18	18
They are not being tough enough on this group	45	34	68	53	25	43	48	52	47	34	66	45	46	40	50	40	17	36	55	64
Don't know	23	27	13	17	26	25	25	25	18	23	14	40	20	13	17	28	34	29	17	11

People who claim benefits when they don't need to

[N=2263]

They are being too tough on this group	8	9	6	8	9	6	7	8	6	9	4	3	8	11	8	7	15	9	7	3
They are getting the balance about right with this group	19	21	15	21	33	20	19	13	20	23	12	11	19	25	20	17	28	18	19	14
They are not being tough enough on this group	53	47	65	57	39	54	57	57	59	48	68	47	55	52	54	52	26	49	58	65
Don't know	21	23	15	15	19	21	17	23	15	19	16	39	19	11	18	23	32	23	16	17

Publicly funded bodies who spend money wastefully

[N=2330]

They are being too tough on this group	2	2	2	5	2	2	3	3	1	2	2	1	2	4	3	2	2	3	2	1
They are getting the balance about right with this group	13	15	8	14	22	17	12	10	17	17	6	9	11	22	13	13	18	16	11	7
They are not being tough enough on this group	61	55	75	65	48	62	61	61	60	56	77	48	65	62	63	59	47	50	71	76
Don't know	24	27	15	15	28	19	25	25	22	25	15	42	22	12	20	27	33	31	16	15

Sample Size: 5346 adults in UK (18+)
Fieldwork: 12th - 27th March 2025

	Social Grade			Region												Education			Ethnicity	
	Total	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	Low	Medium	High	White	Minority Ethnic
Weighted Sample	5346	3047	2299	195	568	466	404	446	527	615	713	540	278	444	150	1412	2136	1797	4424	762
Unweighted Sample	5346	3178	2168	224	584	493	410	473	522	594	690	502	218	488	148	1477	2076	1792	4490	679
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Water companies who pollute rivers

[N=2291]

They are being too tough on this group	1	1	1	0	1	0	2	3	0	3	1	0	0	2	0	1	1	2	1	2
They are getting the balance about right with this group	8	8	8	4	9	8	10	10	8	10	8	6	5	5	4	6	8	9	7	14
They are not being tough enough on this group	74	75	72	77	72	77	71	69	72	67	73	77	76	81	86	72	74	75	76	61
Don't know	17	16	19	19	17	14	17	18	20	20	19	17	19	12	10	21	17	15	16	22

Oil and gas companies making large profits

[N=2296]

They are being too tough on this group	5	5	4	7	6	2	8	3	4	5	3	4	6	9	0	4	5	5	5	4
They are getting the balance about right with this group	11	11	10	12	14	8	14	10	10	13	10	7	9	11	12	11	10	12	10	14
They are not being tough enough on this group	66	67	64	64	63	70	66	67	59	63	69	68	67	62	79	64	65	67	66	64
Don't know	19	17	22	17	17	20	12	20	27	19	18	21	18	18	9	21	20	16	19	18

Residents and organisations who consistently oppose development ('NIMBYs')

[N=2327]

They are being too tough on this group	10	10	9	10	13	12	14	3	11	9	8	12	5	10	3	11	9	9	10	7
They are getting the balance about right with this group	24	26	22	25	23	24	27	33	20	23	24	20	25	20	33	21	22	29	25	18
They are not being tough enough on this group	21	22	20	24	22	16	22	19	15	24	22	21	22	24	27	23	19	22	20	27
Don't know	46	42	50	41	43	48	37	45	54	44	46	47	49	46	37	45	50	41	45	48

Trade Unions seeking to organise strike action

[N=2338]

They are being too tough on this group	9	10	8	7	9	6	9	7	8	13	6	8	9	17	20	4	8	14	8	16
They are getting the balance about right with this group	26	28	23	24	23	29	33	29	22	29	21	26	26	26	25	20	24	33	25	32
They are not being tough enough on this group	34	33	34	39	36	33	35	39	31	30	39	31	28	28	31	46	34	24	35	25
Don't know	31	29	34	31	32	32	24	25	38	28	34	35	37	29	24	30	34	29	32	27

Campaign groups who organise disruptive protests

[N=2314]

They are being too tough on this group	12	14	10	16	12	13	7	9	9	20	10	13	8	17	16	4	12	19	12	17
They are getting the balance about right with this group	20	21	19	19	21	18	18	25	24	20	17	17	24	17	26	15	20	24	19	25
They are not being tough enough on this group	45	43	48	41	48	46	52	42	41	42	46	44	47	43	45	61	44	33	47	35
Don't know	23	22	24	25	19	22	23	23	26	18	27	26	22	23	12	20	24	24	22	23

People who claim benefits when they don't need to

[N=2263]

They are being too tough on this group	8	8	8	8	7	6	8	6	10	8	9	7	6	10	7	6	7	9	7	10
They are getting the balance about right with this group	19	19	18	21	18	20	15	18	21	25	16	16	20	20	11	14	19	22	17	24
They are not being tough enough on this group	53	55	50	58	57	57	54	52	49	45	57	56	42	49	64	58	53	48	55	43
Don't know	21	19	23	13	18	17	22	25	20	22	19	21	32	21	19	22	21	20	21	23

Publicly funded bodies who spend money wastefully

[N=2330]

They are being too tough on this group	2	3	1	4	0	2	3	3	1	3	2	3	0	5	1	2	2	3	2	3
They are getting the balance about right with this group	13	16	9	9	11	14	11	14	14	17	14	12	10	12	10	6	11	21	11	21
They are not being tough enough on this group	61	57	66	68	62	55	63	68	56	55	58	62	62	65	75	67	64	52	63	53
Don't know	24	24	23	19	27	29	23	14	30	24	26	23	27	18	15	25	24	23	24	24

Sample Size: 5346 adults in UK (18+)
Fieldwork: 12th - 27th March 2025

	Household Income					Savings Amount					Religion				House Tenure		
	Total	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Prefer Not to say	Own	Rent	Other
Weighted Sample	5346	928	1228	1046	775	1749	679	478	263	268	2830	1796	427	169	3138	1372	707
Unweighted Sample	5346	946	1292	1069	780	1742	677	489	266	299	2770	1928	389	155	3234	1445	568
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Water companies who pollute rivers

[N=2291]

They are being too tough on this group	1	1	1	1	2	1	2	2	1	2	1	1	2	1	1	2	0
They are getting the balance about right with this group	8	8	9	10	7	7	10	9	8	13	6	10	11	12	7	9	7
They are not being tough enough on this group	74	72	77	76	74	73	75	77	82	71	74	76	65	65	79	70	59
Don't know	17	19	13	13	17	18	12	12	10	14	19	13	22	21	13	19	34

Oil and gas companies making large profits

[N=2296]

They are being too tough on this group	5	5	4	6	6	3	4	9	10	15	4	6	6	5	6	2	3
They are getting the balance about right with this group	11	12	11	11	12	10	10	10	14	24	9	12	13	10	11	9	11
They are not being tough enough on this group	66	64	71	68	64	68	74	66	65	49	66	67	66	66	66	69	61
Don't know	19	19	15	15	17	20	12	15	11	11	22	15	15	20	17	20	24

Residents and organisations who consistently oppose development ('NIMBYs')

[N=2327]

They are being too tough on this group	10	10	11	8	7	8	9	12	11	14	8	12	10	11	12	7	6
They are getting the balance about right with this group	24	21	27	27	28	25	29	25	32	40	24	26	18	17	27	21	16
They are not being tough enough on this group	21	19	19	24	27	22	27	23	25	25	21	22	24	10	23	20	16
Don't know	46	50	43	40	37	46	36	40	32	21	47	40	48	61	38	52	62

Trade Unions seeking to organise strike action

[N=2338]

They are being too tough on this group	9	7	9	11	11	12	7	9	7	6	9	7	11	22	7	12	13
They are getting the balance about right with this group	26	25	26	35	27	30	30	33	31	28	27	25	29	12	25	26	29
They are not being tough enough on this group	34	36	36	29	34	29	32	35	38	50	31	40	27	25	41	24	19
Don't know	31	33	30	25	28	29	32	22	24	16	33	28	33	42	27	38	38

Campaign groups who organise disruptive protests

[N=2314]

They are being too tough on this group	12	12	8	13	17	14	16	12	14	5	15	8	15	9	10	14	18
They are getting the balance about right with this group	20	17	23	22	25	20	25	22	26	31	20	21	22	22	21	16	24
They are not being tough enough on this group	45	55	49	42	38	44	34	50	45	54	40	56	39	31	50	42	29
Don't know	23	16	21	23	20	22	25	15	15	10	26	16	23	38	19	28	29

People who claim benefits when they don't need to

[N=2263]

They are being too tough on this group	8	12	8	7	5	9	9	8	5	5	8	6	7	20	5	11	13
They are getting the balance about right with this group	19	20	20	22	19	22	19	19	17	20	19	17	20	19	17	22	20
They are not being tough enough on this group	53	41	56	59	57	48	52	57	64	66	51	59	50	43	62	42	34
Don't know	21	27	16	12	19	20	20	16	14	10	22	18	23	17	16	25	33

Publicly funded bodies who spend money wastefully

[N=2330]

They are being too tough on this group	2	3	2	3	2	3	2	2	3	1	2	2	4	3	2	3	2
They are getting the balance about right with this group	13	11	10	16	21	14	14	14	15	20	13	11	19	13	12	12	17
They are not being tough enough on this group	61	63	64	59	55	62	58	63	63	64	58	70	54	51	66	58	47
Don't know	24	23	24	22	22	21	26	21	19	15	27	18	23	34	19	28	35

Sample Size: 5346 adults in UK (18+)
Fieldwork: 12th - 27th March 2025

		Westminster VI					Vote in 2024 GE					Vote in 2019 GE				Vote in 2017 GE					
		Total	Con	Lab	Lib Dem	Ref UK	Green	Con	Lab	Lib Dem	Ref UK	Green	Con	Lab	Lib Dem	Green	Con	Lab	Lib Dem	UKIP	Green
Weighted Sample	Unweighted Sample	5346	752	991	430	903	362	931	1326	481	561	308	1586	1098	361	158	1408	1073	271	114	142
		5346	629	1105	425	1094	330	657	2162	415	457	271	1547	1410	367	160	1369	1405	283	116	128
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Asylum seekers crossing the channel illegally on small boats

[N=2302]

They are being too tough on this group	9	1	13	12	1	31	1	11	11	1	30	1	16	8	13	1	13	5	0	14
They are getting the balance about right with this group	16	6	40	29	1	23	6	30	30	3	24	5	34	33	18	6	29	39	0	18
They are not being tough enough on this group	58	84	28	41	95	27	87	41	37	94	27	87	32	42	52	86	41	45	96	43
Don't know	17	8	19	18	2	20	7	18	22	3	19	7	19	17	17	8	17	11	4	26

Migrants who do not integrate into British society

[N=2283]

They are being too tough on this group	8	1	12	13	0	33	1	8	11	1	37	1	14	9	17	0	12	9	0	17
They are getting the balance about right with this group	14	6	32	19	2	19	6	26	16	3	14	5	24	17	13	7	21	23	5	7
They are not being tough enough on this group	52	77	26	42	91	21	78	36	38	88	26	78	29	43	36	78	34	42	85	46
Don't know	27	16	30	26	6	27	16	30	35	8	22	16	33	30	34	15	34	26	10	30

Pensioners who receive benefits when they don't need them

[N=2297]

They are being too tough on this group	17	25	11	13	23	24	25	15	5	23	20	23	15	10	12	22	17	9	37	17
They are getting the balance about right with this group	28	26	41	34	27	23	23	36	36	28	28	27	37	38	14	29	37	38	26	12
They are not being tough enough on this group	21	24	23	23	21	21	23	22	24	20	15	21	18	17	35	20	18	23	19	21
Don't know	35	25	26	30	29	32	30	28	35	29	37	29	30	35	39	29	28	31	19	50

Where would you place your view and the views of these parties on this spectrum?

Yourself

In general, it is usually in the interests of ordinary people that there is MORE regulation placed on businesses	36	25	59	48	20	60	23	50	44	18	63	23	56	46	42	23	52	49	14	46
In general, it is usually in the interests of ordinary people that there is LESS regulation placed on businesses	16	30	9	8	33	3	30	9	9	35	3	30	6	11	8	30	8	10	35	8
Neither	13	14	10	17	11	8	14	12	17	13	8	15	9	19	15	14	10	20	18	15
Don't know	35	32	22	27	36	30	33	29	30	34	26	33	29	25	35	33	30	21	33	31

Labour party

In general, it is usually in the interests of ordinary people that there is MORE regulation placed on businesses	38	40	52	44	44	32	40	47	39	47	33	43	45	47	31	43	43	48	49	30
In general, it is usually in the interests of ordinary people that there is LESS regulation placed on businesses	11	13	11	9	12	14	11	11	9	9	16	10	13	8	9	10	12	7	5	13
Neither	10	9	8	10	9	15	10	9	12	10	12	9	9	11	17	9	10	13	8	15
Don't know	41	38	28	37	35	38	40	33	40	34	40	38	33	34	43	37	35	32	38	41

Reform UK party

In general, it is usually in the interests of ordinary people that there is MORE regulation placed on businesses	9	12	6	7	14	5	10	8	5	12	5	11	6	6	6	11	8	6	8	3
In general, it is usually in the interests of ordinary people that there is LESS regulation placed on businesses	40	34	57	51	38	56	35	51	44	40	56	36	55	50	44	37	51	53	39	48
Neither	8	9	7	5	9	6	8	8	8	10	5	9	7	6	10	8	7	7	8	8
Don't know	44	46	30	37	39	32	47	34	43	39	34	44	32	37	40	45	35	33	45	41

Sample Size: 5346 adults in UK (18+)
Fieldwork: 12th - 27th March 2025

Weighted Sample Unweighted Sample		Reform Curious (5+)		Lab 24 -	Lab19 - Lab24	NotLab19 - Lab24	Seats where Labour			Past vote 2016		Political Attention			Gender		Age			
	Total	Not Ref	Ref curious	Ref curious	(Labour	(Labour Joiner)	won, Reform came	Red Wall	Blue Wall	Remain	Leave	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+
	5346	3515	1771	198	735	370	644	285	396	1893	1903	1016	3207	1123	2593	2753	562	2208	1325	1250
	5346	2961	2344	1108	1085	751	698	302	407	1995	2042	555	3412	1379	2437	2909	346	2160	1411	1429
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Asylum seekers crossing the channel illegally on small boats

[N=2302]

They are being too tough on this group	9	12	2	6	14	5	8	2	7	13	1	2	8	15	7	10	18	12	5	4
They are getting the balance about right with this group	16	22	5	10	35	27	15	14	20	27	5	7	14	28	20	12	22	17	16	10
They are not being tough enough on this group	58	45	86	78	31	56	61	72	55	41	86	60	62	47	59	57	34	47	68	79
Don't know	17	21	7	7	20	12	16	12	17	18	8	30	16	9	13	21	26	24	11	7

Migrants who do not integrate into British society

[N=2283]

They are being too tough on this group	8	10	2	5	9	4	10	5	14	11	1	4	7	14	7	8	18	10	4	2
They are getting the balance about right with this group	14	18	6	10	30	17	9	8	16	20	5	8	13	22	15	12	23	16	13	7
They are not being tough enough on this group	52	39	80	73	28	53	59	63	43	37	79	50	55	45	56	47	24	41	64	71
Don't know	27	33	11	12	33	26	22	24	27	32	15	39	26	19	21	32	36	33	19	20

Pensioners who receive benefits when they don't need them

[N=2297]

They are being too tough on this group	17	14	23	24	14	16	15	14	20	14	22	13	16	22	18	15	14	13	19	21
They are getting the balance about right with this group	28	28	28	30	40	31	27	28	30	33	26	13	29	37	29	26	24	27	28	28
They are not being tough enough on this group	21	23	18	23	17	27	24	25	23	23	20	18	22	22	22	20	22	20	24	20
Don't know	35	36	31	23	29	27	34	32	27	30	32	56	34	19	31	38	40	39	29	30

Where would you place your view and the views of these parties on this spectrum?

Yourself

In general, it is usually in the interests of ordinary people that there is MORE regulation placed on businesses	36	44	23	35	55	46	35	33	40	47	25	24	37	47	39	34	46	40	34	29
In general, it is usually in the interests of ordinary people that there is LESS regulation placed on businesses	16	10	28	17	7	10	15	13	19	10	26	11	15	24	21	12	9	10	20	24
Neither	13	13	12	14	10	16	11	13	12	13	14	11	13	13	14	11	7	12	14	14
Don't know	35	33	37	33	28	29	39	40	28	30	35	54	35	17	27	43	37	38	32	32

Labour party

In general, it is usually in the interests of ordinary people that there is MORE regulation placed on businesses	38	38	41	37	49	44	37	37	41	42	40	21	39	53	46	31	39	36	42	38
In general, it is usually in the interests of ordinary people that there is LESS regulation placed on businesses	11	10	12	16	11	10	11	11	13	11	11	7	11	15	12	10	12	11	10	11
Neither	10	11	8	10	9	10	9	10	8	10	10	9	10	11	11	9	7	10	10	10
Don't know	41	41	39	37	31	36	44	42	38	38	39	64	41	22	31	51	42	43	38	41

Reform UK party

In general, it is usually in the interests of ordinary people that there is MORE regulation placed on businesses	9	6	13	16	6	9	9	11	7	6	11	9	8	9	9	8	7	8	9	9
In general, it is usually in the interests of ordinary people that there is LESS regulation placed on businesses	40	43	34	28	55	44	34	33	46	49	34	12	40	64	47	32	47	39	41	36
Neither	8	8	9	12	7	8	9	10	8	6	10	11	8	6	9	8	6	9	8	8
Don't know	44	43	44	44	31	39	48	46	39	39	45	67	44	21	35	52	40	44	41	47

Sample Size: 5346 adults in UK (18+)
Fieldwork: 12th - 27th March 2025

	Social Grade			Region												Education			Ethnicity	
	Total	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	Low	Medium	High	White	Minority Ethnic
Weighted Sample	5346	3047	2299	195	568	466	404	446	527	615	713	540	278	444	150	1412	2136	1797	4424	762
Unweighted Sample	5346	3178	2168	224	584	493	410	473	522	594	690	502	218	488	148	1477	2076	1792	4490	679
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Asylum seekers crossing the channel illegally on small boats

[N=2302]

They are being too tough on this group	9	10	7	8	6	7	5	9	9	17	5	6	7	13	15	4	7	14	7	16
They are getting the balance about right with this group	16	19	12	9	15	20	10	17	13	27	17	15	6	17	8	7	14	26	14	28
They are not being tough enough on this group	58	54	64	64	61	56	69	61	62	39	59	55	70	60	57	75	62	41	63	32
Don't know	17	17	17	19	19	18	16	13	15	17	18	23	17	10	19	14	17	19	16	24

Migrants who do not integrate into British society

[N=2283]

They are being too tough on this group	8	9	6	11	7	6	7	7	5	17	7	7	4	5	10	3	7	13	6	18
They are getting the balance about right with this group	14	16	11	12	12	12	13	13	14	19	12	16	13	15	12	6	14	20	12	23
They are not being tough enough on this group	52	49	56	56	60	56	58	54	51	35	54	43	52	51	65	70	53	36	56	31
Don't know	27	26	27	21	21	26	23	26	30	29	27	34	31	28	13	21	26	31	26	29

Pensioners who receive benefits when they don't need them

[N=2297]

They are being too tough on this group	17	15	19	13	21	11	22	13	15	18	17	15	11	18	17	19	17	14	17	16
They are getting the balance about right with this group	28	31	23	30	23	30	33	30	26	27	25	32	31	20	29	21	28	32	28	25
They are not being tough enough on this group	21	22	20	27	21	23	20	21	21	22	20	15	18	27	31	21	20	23	20	25
Don't know	35	32	38	30	35	36	26	35	38	33	39	37	40	35	22	38	35	31	35	34

Where would you place your view and the views of these parties on this spectrum?

Yourself

In general, it is usually in the interests of ordinary people that there is MORE regulation placed on businesses	36	39	33	34	40	35	37	34	28	46	33	31	41	39	48	26	35	47	35	45
In general, it is usually in the interests of ordinary people that there is LESS regulation placed on businesses	16	17	15	18	14	16	20	17	16	14	18	18	14	12	16	16	18	14	16	14
Neither	13	13	12	15	13	13	9	15	15	12	11	10	11	14	10	13	12	13	12	13
Don't know	35	31	40	32	33	36	34	35	40	28	38	41	34	34	26	44	36	26	36	28

Labour party

In general, it is usually in the interests of ordinary people that there is MORE regulation placed on businesses	38	42	33	40	43	36	42	39	33	38	39	39	35	36	45	31	37	47	39	39
In general, it is usually in the interests of ordinary people that there is LESS regulation placed on businesses	11	11	11	12	10	12	13	13	9	15	8	7	8	14	10	10	10	12	10	16
Neither	10	9	11	6	8	12	7	9	10	11	9	10	13	12	9	10	10	9	10	9
Don't know	41	38	46	43	39	41	38	39	48	36	44	44	43	38	36	49	43	33	42	36

Reform UK party

In general, it is usually in the interests of ordinary people that there is MORE regulation placed on businesses	9	7	11	9	9	9	9	9	7	9	8	8	8	9	7	12	9	6	9	9
In general, it is usually in the interests of ordinary people that there is LESS regulation placed on businesses	40	47	30	36	45	37	40	37	36	47	40	36	33	41	47	22	39	54	39	45
Neither	8	7	10	9	6	10	8	9	6	10	8	9	11	7	8	12	8	6	8	11
Don't know	44	39	49	47	41	44	43	44	50	34	45	47	49	43	37	53	45	34	45	35

Sample Size: 5346 adults in UK (18+)
Fieldwork: 12th - 27th March 2025

	Household Income					Savings Amount					Religion				House Tenure		
	Total	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Prefer Not to say	Own	Rent	Other
Weighted Sample	5346	928	1228	1046	775	1749	679	478	263	268	2830	1796	427	169	3138	1372	707
Unweighted Sample	5346	946	1292	1069	780	1742	677	489	266	299	2770	1928	389	155	3234	1445	568
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Asylum seekers crossing the channel illegally on small boats

[N=2302]

They are being too tough on this group	9	7	6	9	12	9	10	12	9	7	10	5	14	12	6	10	14
They are getting the balance about right with this group	16	12	14	22	24	15	22	22	18	20	17	12	24	21	15	16	18
They are not being tough enough on this group	58	62	65	55	46	58	50	56	58	62	53	72	39	40	65	53	42
Don't know	17	19	14	14	18	18	18	10	16	11	20	11	23	27	13	21	26

Migrants who do not integrate into British society

[N=2283]

They are being too tough on this group	8	7	6	7	12	8	10	9	6	2	9	4	12	15	5	12	10
They are getting the balance about right with this group	14	11	12	21	19	15	14	17	14	19	14	11	24	12	12	15	17
They are not being tough enough on this group	52	57	58	50	44	53	50	48	61	61	48	63	38	33	59	46	34
Don't know	27	24	24	22	25	24	26	26	20	17	29	22	25	40	23	26	40

Pensioners who receive benefits when they don't need them

[N=2297]

They are being too tough on this group	17	20	18	15	17	16	16	17	11	21	15	19	18	12	17	17	13
They are getting the balance about right with this group	28	24	30	33	29	30	30	27	31	33	28	29	21	28	30	25	23
They are not being tough enough on this group	21	21	22	21	27	23	23	21	22	29	20	21	27	24	22	21	21
Don't know	35	35	30	31	27	31	32	35	37	18	37	31	34	36	31	38	43

Where would you place your view and the views of these parties on this spectrum?

Yourself

In general, it is usually in the interests of ordinary people that there is MORE regulation placed on businesses	36	34	34	43	40	39	39	43	41	36	38	34	39	28	35	37	42
In general, it is usually in the interests of ordinary people that there is LESS regulation placed on businesses	16	14	18	15	21	14	18	20	22	30	13	21	15	14	19	12	10
Neither	13	13	13	12	13	12	14	14	12	15	11	15	12	12	13	13	9
Don't know	35	39	35	29	26	35	29	23	25	19	37	31	34	46	32	38	38

Labour party

In general, it is usually in the interests of ordinary people that there is MORE regulation placed on businesses	38	31	37	44	50	37	43	46	47	56	38	41	31	37	42	33	35
In general, it is usually in the interests of ordinary people that there is LESS regulation placed on businesses	11	13	12	12	10	13	10	12	11	10	10	12	14	11	10	13	10
Neither	10	12	10	11	9	11	11	9	10	8	10	9	10	10	10	10	8
Don't know	41	45	41	34	32	39	36	32	32	26	42	39	44	43	39	43	47

Reform UK party

In general, it is usually in the interests of ordinary people that there is MORE regulation placed on businesses	9	11	9	9	6	11	7	7	9	7	6	12	11	4	8	10	7
In general, it is usually in the interests of ordinary people that there is LESS regulation placed on businesses	40	31	37	45	56	40	47	52	49	54	42	36	37	40	42	36	39
Neither	8	10	9	9	5	10	8	7	6	8	7	9	7	10	8	9	8
Don't know	44	48	44	37	32	40	39	34	35	31	44	43	45	46	42	44	46

Sample Size: 5346 adults in UK (18+)
Fieldwork: 12th - 27th March 2025

	Westminster VI					Vote in 2024 GE					Vote in 2019 GE					Vote in 2017 GE				
	Total	Con	Lab	Lib Dem	Ref UK	Green	Con	Lab	Lib Dem	Ref UK	Green	Con	Lab	Lib Dem	Green	Con	Lab	Lib Dem	UKIP	Green
Weighted Sample	5346	752	991	430	903	362	931	1326	481	561	308	1586	1098	361	158	1408	1073	271	114	142
Unweighted Sample	5346	629	1105	425	1094	330	657	2162	415	457	271	1547	1410	367	160	1369	1405	283	116	128
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Where would you place your view and the views of these parties on this spectrum?

Yourself

The NHS should remain publicly funded and free at the point of use	73	72	85	82	65	87	69	84	78	64	85	69	85	83	78	68	85	83	77	78
The NHS should move to an insurance-based model, like that in other countries	9	12	5	6	16	4	14	5	8	15	4	14	3	7	7	15	4	7	14	7
Neither	5	6	3	5	5	4	7	4	6	6	3	6	4	4	5	6	3	4	4	4
Don't know	13	10	6	7	14	6	10	8	8	14	8	11	8	6	10	11	8	5	5	11

Labour party

The NHS should remain publicly funded and free at the point of use	54	52	80	68	50	59	53	72	64	52	58	54	71	68	56	56	70	68	45	56
The NHS should move to an insurance-based model, like that in other countries	11	13	5	7	19	12	11	7	6	17	13	12	8	6	13	12	9	7	20	11
Neither	8	9	3	6	7	9	8	5	9	9	9	7	6	7	8	7	6	8	12	8
Don't know	27	27	12	20	23	20	28	16	21	23	20	26	15	20	23	25	15	17	23	26

Reform UK party

The NHS should remain publicly funded and free at the point of use	17	23	7	9	43	7	25	10	7	41	9	28	9	8	10	27	11	9	44	12
The NHS should move to an insurance-based model, like that in other countries	41	29	65	57	24	64	27	59	53	24	61	28	63	51	43	30	58	54	27	43
Neither	7	9	5	6	7	5	8	6	7	9	4	8	5	5	8	7	6	6	6	8
Don't know	35	39	22	29	26	24	40	25	32	26	26	36	23	36	38	37	24	31	23	37

Where would you place your view and the views of these parties on this spectrum?

Yourself

Right now, the priority should be investing in front-line public services – even if that means raising taxes on ordinary people	31	21	55	44	15	50	18	48	43	14	46	20	49	49	42	20	49	52	25	42
Right now, the priority should be cutting taxes on ordinary people – even if that means cutting spending on front-line public services	24	39	14	13	43	8	40	14	12	46	11	38	12	8	9	39	13	8	38	9
Neither	18	17	13	19	18	17	19	15	23	18	18	19	15	23	22	17	16	22	18	27
Don't know	28	22	18	24	23	25	23	22	23	22	25	23	23	19	26	24	21	18	20	22

Labour party

Right now, the priority should be investing in front-line public services – even if that means raising taxes on ordinary people	46	48	56	51	56	37	50	51	48	57	44	52	52	49	37	53	50	49	52	43
Right now, the priority should be cutting taxes on ordinary people – even if that means cutting spending on front-line public services	10	10	11	11	9	18	8	12	8	9	15	9	11	10	12	9	11	11	10	9
Neither	12	12	11	11	10	14	12	11	12	11	12	12	11	13	16	11	12	13	15	20
Don't know	32	29	22	27	24	31	29	26	33	22	29	27	26	27	35	27	27	27	23	28

Reform UK party

Right now, the priority should be investing in front-line public services – even if that means raising taxes on ordinary people	9	11	8	9	11	8	8	9	6	10	9	9	8	7	5	8	7	9	18	10
Right now, the priority should be cutting taxes on ordinary people – even if that means cutting spending on front-line public services	39	35	53	44	48	48	38	47	42	49	46	40	48	46	43	40	47	49	40	44
Neither	11	13	9	10	11	10	11	9	9	12	10	12	9	8	13	11	10	7	13	14
Don't know	41	41	30	36	30	35	43	35	43	29	34	39	34	38	38	40	36	36	29	32

		Reform Curious (5+)		Lab 24 -	Lab19 - Lab24	NotLab19 - Lab24	Seats where Labour			Past vote 2016		Political Attention			Gender		Age			
	Total	Not Ref	Ref curious	Ref curious	(Labour Loyalist)	(Labour Joiner)	won, Reform came second	Red Wall	Blue Wall	Remain	Leave	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+
Weighted Sample	5346	3515	1771	198	735	370	644	285	396	1893	1903	1016	3207	1123	2593	2753	562	2208	1325	1250
Unweighted Sample	5346	2961	2344	1108	1085	751	698	302	407	1995	2042	555	3412	1379	2437	2909	346	2160	1411	1429
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Where would you place your view and the views of these parties on this spectrum?

Yourself

The NHS should remain publicly funded and free at the point of use	73	78	63	70	85	82	71	70	73	81	68	63	74	77	73	73	74	70	75	74
The NHS should move to an insurance-based model, like that in other countries	9	6	14	10	4	8	9	9	11	5	12	6	8	11	10	7	5	8	10	11
Neither	5	4	7	6	4	4	5	7	6	4	7	5	5	5	6	5	3	5	6	6
Don't know	13	11	16	14	7	7	16	14	9	10	12	26	12	6	11	16	18	17	10	10

Labour party

The NHS should remain publicly funded and free at the point of use	54	59	48	52	76	70	51	52	62	65	51	31	56	72	60	49	56	54	58	51
The NHS should move to an insurance-based model, like that in other countries	11	8	17	16	6	7	14	14	9	9	14	12	11	11	10	12	10	11	11	13
Neither	8	7	8	10	5	4	7	9	6	6	9	10	7	6	8	7	5	8	8	8
Don't know	27	26	27	23	13	19	28	24	23	20	26	47	26	11	22	32	30	28	23	28

Reform UK party

The NHS should remain publicly funded and free at the point of use	17	9	33	28	8	15	20	21	13	8	29	17	18	15	19	16	12	15	19	21
The NHS should move to an insurance-based model, like that in other countries	41	49	25	30	65	49	39	34	52	56	28	20	41	59	45	37	46	43	42	33
Neither	7	7	9	10	6	5	8	12	5	5	8	10	7	6	8	7	5	8	7	8
Don't know	35	35	33	32	21	30	33	33	30	31	35	53	35	20	29	41	36	35	32	38

Where would you place your view and the views of these parties on this spectrum?

Yourself

Right now, the priority should be investing in front-line public services – even if that means raising taxes on ordinary people	31	39	16	28	53	45	29	29	31	46	21	18	31	44	33	29	34	29	32	32
Right now, the priority should be cutting taxes on ordinary people – even if that means cutting spending on front-line public services	24	16	39	27	11	19	24	27	24	15	33	21	24	26	28	19	19	21	26	28
Neither	18	17	18	17	15	15	13	11	20	17	20	16	19	16	17	18	13	18	20	16
Don't know	28	27	27	27	21	20	34	33	24	22	26	45	27	14	22	33	34	32	22	24

Labour party

Right now, the priority should be investing in front-line public services – even if that means raising taxes on ordinary people	46	44	51	47	56	46	45	44	50	48	49	26	47	59	51	40	40	44	50	45
Right now, the priority should be cutting taxes on ordinary people – even if that means cutting spending on front-line public services	10	10	10	16	10	15	10	12	8	10	10	7	11	13	11	10	15	10	8	11
Neither	12	12	10	8	11	12	10	9	13	12	12	14	11	13	13	11	7	11	12	14
Don't know	32	34	29	29	22	27	35	35	29	30	29	53	32	15	25	39	37	34	30	30

Reform UK party

Right now, the priority should be investing in front-line public services – even if that means raising taxes on ordinary people	9	8	10	16	8	10	7	11	8	7	10	9	9	8	8	10	12	9	8	9
Right now, the priority should be cutting taxes on ordinary people – even if that means cutting spending on front-line public services	39	39	40	32	50	43	36	41	48	46	38	18	38	59	47	31	37	39	42	37
Neither	11	10	12	12	9	10	13	7	9	9	13	14	11	9	12	10	8	12	11	11
Don't know	41	42	37	40	32	37	44	41	35	38	39	59	42	23	33	48	43	41	39	43

Sample Size: 5346 adults in UK (18+)
Fieldwork: 12th - 27th March 2025

	Social Grade			Region												Education			Ethnicity	
	Total	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	Low	Medium	High	White	Minority Ethnic
Weighted Sample	5346	3047	2299	195	568	466	404	446	527	615	713	540	278	444	150	1412	2136	1797	4424	762
Unweighted Sample	5346	3178	2168	224	584	493	410	473	522	594	690	502	218	488	148	1477	2076	1792	4490	679
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Where would you place your view and the views of these parties on this spectrum?

Yourself

The NHS should remain publicly funded and free at the point of use	73	75	70	77	72	73	73	71	72	70	70	74	76	75	76	68	71	78	73	71
The NHS should move to an insurance-based model, like that in other countries	9	10	7	10	7	8	9	10	7	13	9	11	5	4	10	8	9	9	8	10
Neither	5	5	6	2	5	5	4	5	4	5	8	4	5	7	7	6	5	4	5	7
Don't know	13	11	17	10	16	14	14	14	16	13	13	11	14	13	6	17	15	8	14	12

Labour party

The NHS should remain publicly funded and free at the point of use	54	61	46	53	54	55	51	56	55	56	57	53	51	53	57	42	53	66	55	54
The NHS should move to an insurance-based model, like that in other countries	11	10	13	14	13	10	14	10	7	12	10	10	11	15	14	15	11	9	11	14
Neither	8	7	9	6	8	9	6	7	8	8	6	8	7	10	8	10	7	7	7	8
Don't know	27	23	32	28	25	26	28	27	31	24	28	29	31	22	20	33	30	19	27	23

Reform UK party

The NHS should remain publicly funded and free at the point of use	17	14	20	22	18	17	20	20	19	11	16	15	19	17	15	24	18	10	18	11
The NHS should move to an insurance-based model, like that in other countries	41	46	34	41	43	38	38	37	36	47	41	40	38	45	46	26	38	56	40	47
Neither	7	7	8	6	7	8	6	7	6	10	7	6	10	6	12	11	6	6	7	11
Don't know	35	33	38	31	32	38	36	36	39	32	36	38	33	32	27	40	37	28	35	32

Where would you place your view and the views of these parties on this spectrum?

Yourself

Right now, the priority should be investing in front-line public services – even if that means raising taxes on ordinary people	31	35	26	32	31	31	30	29	29	36	28	30	25	34	44	22	29	40	31	30
Right now, the priority should be cutting taxes on ordinary people – even if that means cutting spending on front-line public services	24	23	24	28	24	21	29	24	23	23	28	23	21	19	21	26	24	21	23	28
Neither	18	18	18	18	16	21	15	17	20	16	15	20	15	24	14	19	16	18	17	19
Don't know	28	24	32	22	30	27	25	30	28	24	29	27	38	23	21	33	30	20	28	22

Labour party

Right now, the priority should be investing in front-line public services – even if that means raising taxes on ordinary people	46	48	42	46	47	45	46	43	42	46	49	45	39	47	50	37	44	54	46	46
Right now, the priority should be cutting taxes on ordinary people – even if that means cutting spending on front-line public services	10	11	9	12	10	11	8	10	9	14	11	9	8	10	10	11	9	11	9	15
Neither	12	12	12	10	10	14	14	12	14	14	9	9	9	14	12	14	11	11	11	13
Don't know	32	29	37	32	34	30	32	34	35	26	32	36	44	28	28	38	36	24	33	26

Reform UK party

Right now, the priority should be investing in front-line public services – even if that means raising taxes on ordinary people	9	8	10	9	9	10	9	10	7	10	9	10	6	8	12	10	10	7	9	11
Right now, the priority should be cutting taxes on ordinary people – even if that means cutting spending on front-line public services	39	43	33	38	40	36	38	38	38	42	41	36	30	43	40	27	35	52	39	40
Neither	11	10	13	11	11	14	13	9	11	12	8	8	13	12	15	15	11	8	11	13
Don't know	41	39	44	41	40	40	40	43	45	36	41	45	51	37	33	48	44	32	42	36

Sample Size: 5346 adults in UK (18+)
Fieldwork: 12th - 27th March 2025

		Household Income				Savings Amount					Religion				House Tenure		
Total	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Prefer Not to say	Own	Rent	Other	
Weighted Sample	5346	928	1228	1046	775	1749	679	478	263	268	2830	1796	427	169	3138	1372	707
Unweighted Sample	5346	946	1292	1069	780	1742	677	489	266	299	2770	1928	389	155	3234	1445	568
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Where would you place your view and the views of these parties on this spectrum?

Yourself

The NHS should remain publicly funded and free at the point of use	73	71	72	76	74	73	78	78	79	70	74	73	69	61	74	70	73
The NHS should move to an insurance-based model, like that in other countries	9	6	8	10	13	8	9	11	10	15	8	9	11	14	10	8	5
Neither	5	7	6	4	5	6	5	4	6	7	5	6	5	6	5	6	4
Don't know	13	16	14	10	8	14	8	7	5	8	14	12	15	19	11	16	18

Labour party

The NHS should remain publicly funded and free at the point of use	54	46	52	62	71	53	61	66	66	70	57	53	49	45	58	47	54
The NHS should move to an insurance-based model, like that in other countries	11	15	12	10	8	13	9	10	10	8	10	13	15	7	11	13	10
Neither	8	9	7	8	4	9	8	4	7	4	7	8	9	13	7	9	7
Don't know	27	30	29	20	17	25	22	20	17	18	26	26	27	35	24	31	29

Reform UK party

The NHS should remain publicly funded and free at the point of use	17	20	19	17	15	19	15	15	21	17	14	23	12	14	18	18	11
The NHS should move to an insurance-based model, like that in other countries	41	35	37	48	51	42	46	46	46	47	46	34	42	34	41	39	45
Neither	7	10	7	6	7	9	7	6	8	5	6	8	10	10	7	9	6
Don't know	35	35	38	29	28	31	33	33	26	31	34	35	36	42	34	34	38

Where would you place your view and the views of these parties on this spectrum?

Yourself

Right now, the priority should be investing in front-line public services – even if that means raising taxes on ordinary people	31	28	31	36	39	31	41	36	35	41	33	30	29	27	33	27	33
Right now, the priority should be cutting taxes on ordinary people – even if that means cutting spending on front-line public services	24	23	27	24	24	25	23	28	26	26	21	27	28	20	26	21	19
Neither	18	18	15	16	20	17	16	16	19	17	18	18	16	19	18	19	12
Don't know	28	31	27	24	16	26	20	20	20	16	29	25	27	34	23	33	35

Labour party

Right now, the priority should be investing in front-line public services – even if that means raising taxes on ordinary people	46	37	46	50	57	45	51	55	53	57	46	47	43	34	49	39	43
Right now, the priority should be cutting taxes on ordinary people – even if that means cutting spending on front-line public services	10	12	11	11	10	13	10	9	10	9	9	10	14	13	9	13	9
Neither	12	12	11	12	10	12	11	11	12	15	11	12	13	13	12	12	12
Don't know	32	39	32	27	23	30	28	25	25	20	34	30	30	40	29	37	37

Reform UK party

Right now, the priority should be investing in front-line public services – even if that means raising taxes on ordinary people	9	10	9	9	10	11	7	9	11	8	8	11	10	9	8	11	8
Right now, the priority should be cutting taxes on ordinary people – even if that means cutting spending on front-line public services	39	31	39	44	52	39	47	45	43	53	40	38	38	35	43	32	37
Neither	11	13	11	12	7	13	10	10	13	9	10	12	12	13	10	12	12
Don't know	41	46	42	36	31	37	36	36	34	30	42	40	39	43	39	45	42

Sample Size: 5346 adults in UK (18+)
Fieldwork: 12th - 27th March 2025

	Westminster VI						Vote in 2024 GE					Vote in 2019 GE				Vote in 2017 GE				
	Total	Con	Lab	Lib Dem	Ref UK	Green	Con	Lab	Lib Dem	Ref UK	Green	Con	Lab	Lib Dem	Green	Con	Lab	Lib Dem	UKIP	Green
Weighted Sample	5346	752	991	430	903	362	931	1326	481	561	308	1586	1098	361	158	1408	1073	271	114	142
Unweighted Sample	5346	629	1105	425	1094	330	657	2162	415	457	271	1547	1410	367	160	1369	1405	283	116	128
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Where would you place your view and the views of these parties on this spectrum?

Yourself

Overall, Britain having more millionaires and billionaires would be a bad sign for everyone else – they are probably getting rich at other people's expense	41	21	65	52	25	72	18	59	49	24	66	21	64	50	50	21	60	50	37	45
Overall, Britain having more millionaires and billionaires would be a good sign for everyone else – they are probably getting rich creating something of value that benefits the wider economy	21	43	10	12	41	8	44	10	11	44	9	41	8	17	9	40	10	17	28	14
Neither	12	14	11	16	11	6	13	12	16	11	8	14	9	18	11	13	10	15	16	15
Don't know	25	22	15	20	23	13	25	18	24	21	17	25	19	15	30	25	20	19	20	26

Labour party

Overall, Britain having more millionaires and billionaires would be a bad sign for everyone else – they are probably getting rich at other people's expense	35	39	44	36	45	30	40	39	35	49	30	42	37	38	28	41	34	38	40	26
Overall, Britain having more millionaires and billionaires would be a good sign for everyone else – they are probably getting rich creating something of value that benefits the wider economy	16	16	15	17	15	27	13	17	15	13	26	13	20	14	12	13	20	13	15	14
Neither	13	11	16	14	11	13	12	15	15	9	13	11	15	17	16	12	16	19	13	19
Don't know	36	35	24	33	30	30	35	29	35	28	31	34	28	31	44	34	30	30	32	41

Reform UK party

Overall, Britain having more millionaires and billionaires would be a bad sign for everyone else – they are probably getting rich at other people's expense	8	12	6	7	15	5	10	8	6	13	3	11	7	6	4	10	8	9	22	7
Overall, Britain having more millionaires and billionaires would be a good sign for everyone else – they are probably getting rich creating something of value that benefits the wider economy	45	35	64	55	44	70	38	57	49	46	64	40	61	55	51	41	56	54	36	49
Neither	9	14	7	8	9	4	12	8	7	11	8	12	7	5	7	11	8	5	12	10
Don't know	37	39	23	30	31	21	39	27	38	29	24	37	26	33	39	37	29	31	30	34

Where would you place your view and the views of these parties on this spectrum?

Yourself

Britain should not leave the European Convention on Human Rights, and should keep human rights legislation in place, even if it restricts what government can do to reduce immigration	41	23	72	65	8	78	19	62	62	7	73	15	69	66	55	17	63	64	7	58
Britain should leave the European Convention on Human Rights and repeal relevant human rights legislation if it helps to increase what government can do to reduce immigration	29	48	7	10	68	6	54	13	15	71	7	58	8	13	16	58	14	13	73	20
Neither	7	7	7	7	4	5	7	7	5	4	3	6	6	4	9	6	6	6	8	9
Don't know	24	23	14	18	19	11	20	19	18	18	17	20	17	17	20	20	18	16	13	14

Labour party

Britain should not leave the European Convention on Human Rights, and should keep human rights legislation in place, even if it restricts what government can do to reduce immigration	50	47	70	57	62	50	50	61	54	64	46	54	61	56	51	53	60	60	60	56
Britain should leave the European Convention on Human Rights and repeal relevant human rights legislation if it helps to increase what government can do to reduce immigration	8	12	5	7	9	8	10	6	6	10	8	9	7	7	2	9	8	7	7	3
Neither	8	7	5	8	7	10	8	6	9	6	9	8	6	7	10	7	6	7	13	8
Don't know	34	33	20	29	22	32	31	26	31	20	37	29	26	30	37	30	26	26	21	33

Reform UK party

Britain should not leave the European Convention on Human Rights, and should keep human rights legislation in place, even if it restricts what government can do to reduce immigration	5	7	4	4	6	3	6	4	2	4	3	5	3	4	3	5	4	3	3	4
Britain should leave the European Convention on Human Rights and repeal relevant human rights legislation if it helps to increase what government can do to reduce immigration	58	50	75	70	67	73	54	69	69	70	71	59	70	70	64	59	70	75	67	64
Neither	5	7	4	2	5	4	8	4	4	4	3	7	4	2	8	6	3	2	8	7
Don't know	32	36	17	24	22	21	32	23	25	22	23	30	22	24	25	30	23	20	22	24

Sample Size: 5346 adults in UK (18+)
Fieldwork: 12th - 27th March 2025

Weighted Sample Unweighted Sample		Reform Curious (5+)		Lab 24 -	Lab19 - Lab24 (Labour Loyalist)	NotLab19 - Lab24 (Labour Joiner)	Seats where Labour won, Reform came second	Red Wall	Blue Wall	Past vote 2016		Political Attention			Gender		Age			
	Total	Not Ref curious	Ref curious	Ref curious						Remain	Leave	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+
	5346	3515	1771	198	735	370	644	285	396	1893	1903	1016	3207	1123	2593	2753	562	2208	1325	1250
	5346	2961	2344	1108	1085	751	698	302	407	1995	2042	555	3412	1379	2437	2909	346	2160	1411	1429
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Where would you place your view and the views of these parties on this spectrum?

Yourself

Overall, Britain having more millionaires and billionaires would be a bad sign for everyone else – they are probably getting rich at other people's expense	41	49	26	41	65	49	41	36	41	52	28	32	42	50	41	42	59	44	40	30
Overall, Britain having more millionaires and billionaires would be a good sign for everyone else – they are probably getting rich creating something of value that benefits the wider economy	21	14	36	20	8	16	22	21	24	15	32	13	22	28	26	17	13	16	25	31
Neither	12	13	11	13	10	14	11	13	12	12	13	13	12	11	12	12	7	12	13	14
Don't know	25	24	27	26	17	21	27	30	23	20	26	42	24	11	21	29	21	27	22	25

Labour party

Overall, Britain having more millionaires and billionaires would be a bad sign for everyone else – they are probably getting rich at other people's expense	35	33	39	29	41	36	35	34	41	36	38	22	35	45	39	31	38	31	38	36
Overall, Britain having more millionaires and billionaires would be a good sign for everyone else – they are probably getting rich creating something of value that benefits the wider economy	16	17	15	27	18	17	15	19	13	18	15	9	16	23	17	16	16	18	16	13
Neither	13	14	11	12	15	15	11	12	15	14	13	12	12	14	15	10	7	13	13	13
Don't know	36	36	35	32	27	32	39	36	32	33	34	57	36	18	29	43	39	37	33	38

Reform UK party

Overall, Britain having more millionaires and billionaires would be a bad sign for everyone else – they are probably getting rich at other people's expense	8	6	13	17	7	10	9	11	9	6	13	8	9	6	9	8	4	8	11	9
Overall, Britain having more millionaires and billionaires would be a good sign for everyone else – they are probably getting rich creating something of value that benefits the wider economy	45	50	39	31	62	48	43	42	49	55	38	21	45	68	51	40	58	45	46	39
Neither	9	8	12	13	7	8	10	12	9	7	11	12	9	8	10	9	3	10	10	10
Don't know	37	36	37	38	24	34	38	34	33	31	38	58	37	17	30	44	35	37	33	42

Where would you place your view and the views of these parties on this spectrum?

Yourself

Britain should not leave the European Convention on Human Rights, and should keep human rights legislation in place, even if it restricts what government can do to reduce immigration	41	55	14	25	69	52	35	32	47	65	15	26	40	57	41	41	59	46	36	29
Britain should leave the European Convention on Human Rights and repeal relevant human rights legislation if it helps to increase what government can do to reduce immigration	29	15	56	39	8	22	28	32	28	12	56	22	31	29	33	24	9	17	39	47
Neither	7	7	6	9	7	5	7	7	8	6	7	8	7	4	7	6	4	7	7	6
Don't know	24	23	23	27	16	20	30	29	17	18	22	44	22	10	19	29	28	30	18	18

Labour party

Britain should not leave the European Convention on Human Rights, and should keep human rights legislation in place, even if it restricts what government can do to reduce immigration	50	49	54	46	66	57	47	51	54	57	52	26	51	70	57	43	46	49	56	49
Britain should leave the European Convention on Human Rights and repeal relevant human rights legislation if it helps to increase what government can do to reduce immigration	8	7	10	16	6	7	8	10	7	7	10	7	8	9	8	8	6	7	7	10
Neither	8	8	7	8	5	6	7	8	9	7	7	10	7	7	8	7	8	7	7	8
Don't know	34	36	29	31	23	31	38	31	31	30	31	57	34	14	27	41	40	37	30	33

Reform UK party

Britain should not leave the European Convention on Human Rights, and should keep human rights legislation in place, even if it restricts what government can do to reduce immigration	5	3	8	12	3	5	3	6	2	4	5	7	4	4	5	5	5	5	4	5
Britain should leave the European Convention on Human Rights and repeal relevant human rights legislation if it helps to increase what government can do to reduce immigration	58	59	58	50	73	66	54	57	66	67	58	27	60	79	65	52	57	56	64	56
Neither	5	5	6	8	4	4	6	4	6	4	6	8	5	4	5	5	2	6	5	5
Don't know	32	33	28	30	19	26	37	33	26	25	31	57	31	13	24	39	36	32	27	33

Sample Size: 5346 adults in UK (18+)
Fieldwork: 12th - 27th March 2025

	Social Grade			Region												Education			Ethnicity	
	Total	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	Low	Medium	High	White	Minority Ethnic
Weighted Sample	5346	3047	2299	195	568	466	404	446	527	615	713	540	278	444	150	1412	2136	1797	4424	762
Unweighted Sample	5346	3178	2168	224	584	493	410	473	522	594	690	502	218	488	148	1477	2076	1792	4490	679
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Where would you place your view and the views of these parties on this spectrum?

Yourself

Overall, Britain having more millionaires and billionaires would be a bad sign for everyone else – they are probably getting rich at other people's expense	41	43	39	43	43	42	39	38	40	46	37	38	42	48	50	32	40	51	41	46
Overall, Britain having more millionaires and billionaires would be a good sign for everyone else – they are probably getting rich creating something of value that benefits the wider economy	21	23	20	24	22	17	26	25	21	19	26	23	18	16	20	22	23	20	21	22
Neither	12	12	12	14	12	12	13	12	10	11	13	13	9	12	11	13	12	12	12	13
Don't know	25	22	30	20	24	28	22	25	29	24	24	26	31	25	19	34	25	18	26	20

Labour party

Overall, Britain having more millionaires and billionaires would be a bad sign for everyone else – they are probably getting rich at other people's expense	35	38	30	33	36	34	33	34	33	32	39	37	29	33	43	26	35	41	35	32
Overall, Britain having more millionaires and billionaires would be a good sign for everyone else – they are probably getting rich creating something of value that benefits the wider economy	16	16	16	18	16	16	19	17	14	22	12	12	14	23	16	15	16	18	15	23
Neither	13	12	13	12	14	12	12	15	12	13	11	12	14	13	11	14	11	14	12	13
Don't know	36	33	41	37	34	39	35	35	42	33	38	38	43	31	30	45	38	28	37	31

Reform UK party

Overall, Britain having more millionaires and billionaires would be a bad sign for everyone else – they are probably getting rich at other people's expense	8	7	10	12	8	9	12	9	10	7	6	8	8	8	12	12	8	5	9	8
Overall, Britain having more millionaires and billionaires would be a good sign for everyone else – they are probably getting rich creating something of value that benefits the wider economy	45	51	37	41	50	41	42	43	39	52	47	45	36	51	55	28	43	61	45	49
Neither	9	9	10	11	10	11	10	11	7	10	8	8	11	8	7	12	9	7	9	13
Don't know	37	33	42	36	32	39	37	38	43	31	39	39	45	34	26	47	39	26	38	30

Where would you place your view and the views of these parties on this spectrum?

Yourself

Britain should not leave the European Convention on Human Rights, and should keep human rights legislation in place, even if it restricts what government can do to reduce immigration	41	46	34	35	41	40	35	36	36	51	40	38	39	50	53	23	37	59	39	55
Britain should leave the European Convention on Human Rights and repeal relevant human rights legislation if it helps to increase what government can do to reduce immigration	29	26	32	40	27	29	36	31	31	21	31	31	26	19	28	38	31	18	31	14
Neither	7	6	7	8	7	6	6	9	6	7	6	4	7	10	5	7	6	6	6	9
Don't know	24	21	28	17	25	25	22	24	26	21	23	28	29	21	14	31	25	17	24	22

Labour party

Britain should not leave the European Convention on Human Rights, and should keep human rights legislation in place, even if it restricts what government can do to reduce immigration	50	55	43	50	52	52	53	51	48	51	49	47	46	50	59	40	49	60	51	46
Britain should leave the European Convention on Human Rights and repeal relevant human rights legislation if it helps to increase what government can do to reduce immigration	8	7	9	9	8	8	10	9	6	9	7	7	4	9	8	10	8	7	7	12
Neither	8	7	9	10	7	6	6	9	7	8	8	6	10	7	8	10	7	7	7	9
Don't know	34	31	39	31	33	34	31	32	38	32	36	40	40	33	25	41	37	27	35	33

Reform UK party

Britain should not leave the European Convention on Human Rights, and should keep human rights legislation in place, even if it restricts what government can do to reduce immigration	5	4	6	3	5	6	7	5	5	5	4	3	6	6	4	6	5	4	4	8
Britain should leave the European Convention on Human Rights and repeal relevant human rights legislation if it helps to increase what government can do to reduce immigration	58	63	51	57	59	57	59	59	52	58	60	58	52	62	63	45	55	71	59	55
Neither	5	5	6	8	5	7	3	4	5	7	5	3	4	5	6	8	5	4	5	7
Don't know	32	28	37	32	30	30	31	32	38	30	30	36	38	27	26	41	35	21	32	30

Sample Size: 5346 adults in UK (18+)
Fieldwork: 12th - 27th March 2025

Weighted Sample
Unweighted Sample

	Household Income					Savings Amount					Religion				House Tenure		
Total	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Prefer Not to say	Own	Rent	Other	
5346	928	1228	1046	775	1749	679	478	263	268	2830	1796	427	169	3138	1372	707	
5346	946	1292	1069	780	1742	677	489	266	299	2770	1928	389	155	3234	1445	568	
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	

Where would you place your view and the views of these parties on this spectrum?

Yourself

Overall, Britain having more millionaires and billionaires would be a bad sign for everyone else – they are probably getting rich at other people's expense	41	42	41	45	42	47	45	44	41	33	46	35	44	34	37	47	51
Overall, Britain having more millionaires and billionaires would be a good sign for everyone else – they are probably getting rich creating something of value that benefits the wider economy	21	19	21	21	29	19	23	26	26	33	18	28	20	19	27	14	13
Neither	12	11	12	13	12	10	14	13	14	16	11	14	12	15	13	11	10
Don't know	25	28	26	21	16	24	18	17	19	18	25	24	24	32	23	28	26

Labour party

Overall, Britain having more millionaires and billionaires would be a bad sign for everyone else – they are probably getting rich at other people's expense	35	27	35	40	43	33	42	45	41	48	35	37	30	22	38	28	33
Overall, Britain having more millionaires and billionaires would be a good sign for everyone else – they are probably getting rich creating something of value that benefits the wider economy	16	18	17	16	20	20	14	14	15	18	16	16	22	12	15	20	15
Neither	13	13	12	14	11	14	12	13	16	10	12	12	13	19	13	13	11
Don't know	36	41	36	31	26	33	32	28	29	23	37	34	35	46	34	39	40

Reform UK party

Overall, Britain having more millionaires and billionaires would be a bad sign for everyone else – they are probably getting rich at other people's expense	8	11	10	8	8	10	6	7	10	11	7	11	7	7	9	10	5
Overall, Britain having more millionaires and billionaires would be a good sign for everyone else – they are probably getting rich creating something of value that benefits the wider economy	45	37	42	52	60	47	53	54	53	55	49	41	44	40	46	41	50
Neither	9	11	9	9	8	10	8	9	13	5	8	10	13	11	10	10	6
Don't know	37	41	38	30	25	32	34	30	25	28	36	38	36	41	35	38	39

Where would you place your view and the views of these parties on this spectrum?

Yourself

Britain should not leave the European Convention on Human Rights, and should keep human rights legislation in place, even if it restricts what government can do to reduce immigration	41	32	36	48	55	44	48	46	45	43	45	32	49	36	38	42	50
Britain should leave the European Convention on Human Rights and repeal relevant human rights legislation if it helps to increase what government can do to reduce immigration	29	31	34	25	23	25	26	31	34	43	25	39	16	20	35	22	16
Neither	7	7	7	6	6	7	6	4	10	5	5	8	8	9	6	8	4
Don't know	24	29	23	21	16	24	20	19	10	9	24	21	28	34	20	29	30

Labour party

Britain should not leave the European Convention on Human Rights, and should keep human rights legislation in place, even if it restricts what government can do to reduce immigration	50	41	49	56	64	50	55	61	63	68	52	51	44	40	53	46	49
Britain should leave the European Convention on Human Rights and repeal relevant human rights legislation if it helps to increase what government can do to reduce immigration	8	12	7	7	7	10	6	6	7	5	6	10	9	7	8	9	6
Neither	8	11	7	8	4	9	6	7	6	7	7	7	10	9	7	8	7
Don't know	34	36	36	29	25	31	33	26	24	21	35	32	37	44	32	37	38

Reform UK party

Britain should not leave the European Convention on Human Rights, and should keep human rights legislation in place, even if it restricts what government can do to reduce immigration	5	7	6	4	5	8	4	4	3	4	4	6	6	3	5	6	4
Britain should leave the European Convention on Human Rights and repeal relevant human rights legislation if it helps to increase what government can do to reduce immigration	58	50	57	65	69	57	62	69	72	71	61	56	50	48	61	54	56
Neither	5	7	5	6	4	6	5	3	6	4	4	6	8	8	5	7	4
Don't know	32	36	32	25	22	29	29	24	19	21	31	32	37	41	29	34	37

Sample Size: 5346 adults in UK (18+)
Fieldwork: 12th - 27th March 2025

	Westminster VI					Vote in 2024 GE					Vote in 2019 GE					Vote in 2017 GE				
	Total	Con	Lab	Lib Dem	Ref UK	Green	Con	Lab	Lib Dem	Ref UK	Green	Con	Lab	Lib Dem	Green	Con	Lab	Lib Dem	UKIP	Green
Weighted Sample	5346	752	991	430	903	362	931	1326	481	561	308	1586	1098	361	158	1408	1073	271	114	142
Unweighted Sample	5346	629	1105	425	1094	330	657	2162	415	457	271	1547	1410	367	160	1369	1405	283	116	128
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Where would you place your view and the views of these parties on this spectrum?

Yourself

Government should take greater action to reduce the UK's greenhouse gas emissions, even if that causes some inconvenience or cost to ordinary people in the short-term	43	29	69	64	17	83	28	60	59	15	78	25	63	65	68	28	58	61	19	72
Government should NOT take action to reduce the UK's greenhouse gas emissions if it is going to mean cost or inconvenience for ordinary people – even if that means missing climate change targets	23	35	9	10	52	4	37	12	11	57	5	42	10	10	8	41	14	9	55	4
Neither	12	14	9	10	11	4	13	12	11	9	5	13	10	8	7	12	10	12	6	11
Don't know	23	22	13	17	20	9	21	17	19	19	12	20	18	18	17	19	18	18	19	13

Labour party

Government should take greater action to reduce the UK's greenhouse gas emissions, even if that causes some inconvenience or cost to ordinary people in the short-term	47	46	62	51	58	40	49	55	47	59	39	51	53	54	45	51	54	53	53	39
Government should NOT take action to reduce the UK's greenhouse gas emissions if it is going to mean cost or inconvenience for ordinary people – even if that means missing climate change targets	9	10	7	8	7	17	7	7	8	8	19	8	9	7	15	9	8	5	8	15
Neither	11	9	10	12	10	16	11	12	13	9	13	11	11	12	14	11	12	12	8	13
Don't know	34	35	21	29	25	27	33	25	32	24	28	30	27	27	26	30	27	30	31	32

Reform UK party

Government should take greater action to reduce the UK's greenhouse gas emissions, even if that causes some inconvenience or cost to ordinary people in the short-term	6	8	4	5	10	2	7	6	4	7	4	7	6	5	5	7	6	5	5	7
Government should NOT take action to reduce the UK's greenhouse gas emissions if it is going to mean cost or inconvenience for ordinary people – even if that means missing climate change targets	51	42	67	63	55	72	44	61	55	58	69	47	62	64	58	48	60	64	54	59
Neither	9	12	6	5	10	5	12	8	8	10	4	12	6	3	6	10	7	6	10	6
Don't know	34	37	23	28	26	21	37	26	33	25	23	34	26	28	31	35	27	26	31	29

Where would you place your view and the views of these parties on this spectrum?

Yourself

We should not reintroduce the death penalty, even for people convicted of the most serious crimes	39	30	61	60	17	66	27	55	59	19	61	27	59	64	48	29	52	64	18	53
We should reintroduce the death penalty for people convicted of the most serious crimes	33	44	18	17	62	18	47	22	17	61	18	49	19	20	25	47	23	20	63	24
Neither	7	8	7	8	5	4	8	7	10	5	5	7	6	7	8	7	8	5	6	7
Don't know	21	18	14	15	16	13	18	16	14	15	17	17	17	9	19	17	17	12	13	15

Labour party

We should not reintroduce the death penalty, even for people convicted of the most serious crimes	47	45	64	52	56	53	44	58	51	57	49	49	58	54	48	50	57	54	54	53
We should reintroduce the death penalty for people convicted of the most serious crimes	7	8	8	6	8	3	8	7	5	8	3	7	7	5	4	7	7	6	5	3
Neither	10	11	8	12	8	10	11	8	14	8	10	10	8	13	12	9	8	14	12	10
Don't know	36	36	21	30	28	34	37	27	30	28	38	34	28	28	36	34	28	25	29	35

Reform UK party

We should not reintroduce the death penalty, even for people convicted of the most serious crimes	9	11	8	7	11	8	11	7	7	10	7	11	7	9	8	11	7	8	11	8
We should reintroduce the death penalty for people convicted of the most serious crimes	40	35	55	48	41	53	34	52	46	39	50	36	53	51	38	37	51	51	40	39
Neither	8	12	6	8	8	4	10	6	9	8	4	10	5	5	11	9	7	7	9	10
Don't know	43	42	31	37	40	35	44	34	39	42	39	43	35	34	43	43	35	35	40	42

		Reform Curious (5+)		Lab 24 -	Lab19 - Lab24	NotLab19 - Lab24	Seats where Labour won, Reform came second			Past vote 2016		Political Attention			Gender		Age			
	Total	Not Ref curious	Ref curious	Ref curious	(Labour Loyalist)	(Labour Joiner)		Red Wall	Blue Wall	Remain	Leave	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+
Weighted Sample	5346	3515	1771	198	735	370	644	285	396	1893	1903	1016	3207	1123	2593	2753	562	2208	1325	1250
Unweighted Sample	5346	2961	2344	1108	1085	751	698	302	407	1995	2042	555	3412	1379	2437	2909	346	2160	1411	1429
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Where would you place your view and the views of these parties on this spectrum?

Yourself

Government should take greater action to reduce the UK's greenhouse gas emissions, even if that causes some inconvenience or cost to ordinary people in the short-term	43	54	20	29	65	52	38	33	53	61	24	28	43	54	41	44	58	46	38	35
Government should NOT take action to reduce the UK's greenhouse gas emissions if it is going to mean cost or inconvenience for ordinary people – even if that means missing climate change targets	23	13	43	30	8	18	24	24	22	12	40	16	24	26	28	17	9	15	31	33
Neither	12	12	11	15	10	15	12	16	10	10	14	13	11	11	13	11	7	12	12	13
Don't know	23	21	26	27	17	16	27	26	16	18	23	43	22	10	18	28	26	27	19	20

Labour party

Government should take greater action to reduce the UK's greenhouse gas emissions, even if that causes some inconvenience or cost to ordinary people in the short-term	47	44	52	47	57	53	45	47	51	49	50	24	48	63	52	41	43	44	51	48
Government should NOT take action to reduce the UK's greenhouse gas emissions if it is going to mean cost or inconvenience for ordinary people – even if that means missing climate change targets	9	9	8	12	7	9	8	8	10	9	7	5	9	11	9	8	11	9	8	8
Neither	11	12	9	11	11	14	9	12	12	11	12	13	11	10	12	10	10	11	12	12
Don't know	34	35	30	30	25	24	38	34	28	30	31	58	32	16	26	41	36	36	29	32

Reform UK party

Government should take greater action to reduce the UK's greenhouse gas emissions, even if that causes some inconvenience or cost to ordinary people in the short-term	6	5	9	16	6	6	6	5	4	5	8	6	7	5	5	7	3	6	6	7
Government should NOT take action to reduce the UK's greenhouse gas emissions if it is going to mean cost or inconvenience for ordinary people – even if that means missing climate change targets	51	53	48	40	63	58	46	51	57	60	46	23	51	74	57	44	59	50	55	43
Neither	9	8	10	13	7	8	11	11	8	6	11	12	9	7	10	8	4	9	8	11
Don't know	34	34	33	32	24	28	37	33	31	29	35	59	34	15	27	41	34	35	30	39

Where would you place your view and the views of these parties on this spectrum?

Yourself

We should not reintroduce the death penalty, even for people convicted of the most serious crimes	39	49	21	25	59	51	31	29	46	56	24	23	39	55	38	40	51	40	37	34
We should reintroduce the death penalty for people convicted of the most serious crimes	33	24	51	47	18	28	36	39	30	20	51	34	34	28	37	29	17	29	38	42
Neither	7	8	7	9	7	6	8	8	9	7	7	8	7	6	7	7	5	7	8	7
Don't know	21	20	21	19	16	15	25	24	16	17	18	34	20	10	17	24	28	24	16	16

Labour party

We should not reintroduce the death penalty, even for people convicted of the most serious crimes	47	48	48	45	61	56	46	47	51	55	47	24	48	67	55	41	50	45	51	46
We should reintroduce the death penalty for people convicted of the most serious crimes	7	6	9	13	7	6	8	9	8	5	8	7	7	8	8	7	7	7	6	8
Neither	10	10	9	9	7	9	8	10	8	9	10	11	10	7	10	9	4	10	10	10
Don't know	36	36	34	32	25	29	38	33	33	30	34	58	35	17	28	43	39	37	32	36

Reform UK party

We should not reintroduce the death penalty, even for people convicted of the most serious crimes	9	8	12	14	7	8	8	12	6	8	10	7	9	9	10	8	7	9	8	10
We should reintroduce the death penalty for people convicted of the most serious crimes	40	43	36	39	56	48	38	40	44	50	35	20	40	58	44	36	41	41	45	34
Neither	8	8	9	9	6	7	8	7	9	6	11	10	8	6	8	8	6	8	8	10
Don't know	43	42	43	38	31	37	46	41	42	36	44	62	42	27	37	48	46	42	39	47

	Social Grade			Region												Education			Ethnicity	
	Total	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	Low	Medium	High	White	Minority Ethnic
Weighted Sample	5346	3047	2299	195	568	466	404	446	527	615	713	540	278	444	150	1412	2136	1797	4424	762
Unweighted Sample	5346	3178	2168	224	584	493	410	473	522	594	690	502	218	488	148	1477	2076	1792	4490	679
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Where would you place your view and the views of these parties on this spectrum?

Yourself

Government should take greater action to reduce the UK's greenhouse gas emissions, even if that causes some inconvenience or cost to ordinary people in the short-term	43	48	35	39	42	41	42	39	39	50	41	44	47	41	43	27	40	58	42	50
Government should NOT take action to reduce the UK's greenhouse gas emissions if it is going to mean cost or inconvenience for ordinary people – even if that means missing climate change targets	23	22	24	28	21	23	24	25	23	17	23	21	21	24	26	26	24	17	24	16
Neither	12	11	13	14	12	11	13	10	10	12	12	11	9	13	13	14	11	11	11	14
Don't know	23	20	28	20	24	24	21	25	27	21	24	23	22	22	18	32	25	14	24	20

Labour party

Government should take greater action to reduce the UK's greenhouse gas emissions, even if that causes some inconvenience or cost to ordinary people in the short-term	47	50	42	46	46	46	46	46	46	46	46	45	49	47	53	38	46	54	47	44
Government should NOT take action to reduce the UK's greenhouse gas emissions if it is going to mean cost or inconvenience for ordinary people – even if that means missing climate change targets	9	8	9	9	10	7	10	9	8	12	7	7	6	11	8	8	7	10	8	12
Neither	11	11	11	10	9	14	11	11	10	12	11	11	12	11	14	13	11	10	11	12
Don't know	34	31	38	35	35	33	33	33	36	30	36	37	33	31	24	40	36	25	34	31

Reform UK party

Government should take greater action to reduce the UK's greenhouse gas emissions, even if that causes some inconvenience or cost to ordinary people in the short-term	6	5	7	6	4	7	7	8	6	6	5	5	9	7	5	9	6	4	6	7
Government should NOT take action to reduce the UK's greenhouse gas emissions if it is going to mean cost or inconvenience for ordinary people – even if that means missing climate change targets	51	56	43	46	53	48	48	47	46	56	51	51	45	57	55	36	47	67	51	52
Neither	9	8	10	12	8	12	8	8	9	9	8	8	8	6	13	13	8	6	8	11
Don't know	34	31	39	35	34	33	38	37	39	28	36	35	38	31	26	43	39	23	35	30

Where would you place your view and the views of these parties on this spectrum?

Yourself

We should not reintroduce the death penalty, even for people convicted of the most serious crimes	39	46	31	29	38	34	37	34	41	49	41	39	38	39	41	25	37	53	39	42
We should reintroduce the death penalty for people convicted of the most serious crimes	33	29	37	45	33	33	38	34	33	23	32	35	28	35	35	43	33	24	34	30
Neither	7	7	8	9	6	10	7	8	7	7	8	7	6	8	9	8	7	7	7	8
Don't know	21	18	24	17	22	23	18	24	20	20	19	19	28	19	15	23	23	16	20	20

Labour party

We should not reintroduce the death penalty, even for people convicted of the most serious crimes	47	53	40	40	48	46	46	44	44	53	48	46	47	51	50	39	45	57	48	45
We should reintroduce the death penalty for people convicted of the most serious crimes	7	6	9	8	8	8	6	7	7	10	6	6	7	6	8	9	7	6	6	11
Neither	10	9	11	11	11	11	11	8	9	8	8	9	9	12	12	12	9	8	10	10
Don't know	36	32	40	40	33	36	37	40	40	29	37	39	38	32	30	40	39	28	36	34

Reform UK party

We should not reintroduce the death penalty, even for people convicted of the most serious crimes	9	9	9	10	10	7	8	11	7	10	10	9	8	6	11	10	8	9	9	12
We should reintroduce the death penalty for people convicted of the most serious crimes	40	45	34	42	42	37	44	35	38	43	38	38	41	47	46	30	38	51	40	39
Neither	8	7	10	7	10	11	5	7	6	10	8	7	7	10	8	12	8	5	8	9
Don't know	43	39	47	42	39	45	43	48	49	37	44	47	44	37	35	48	46	35	43	41

Sample Size: 5346 adults in UK (18+)
Fieldwork: 12th - 27th March 2025

	Household Income					Savings Amount					Religion				House Tenure		
	Total	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Prefer Not to say	Own	Rent	Other
Weighted Sample	5346	928	1228	1046	775	1749	679	478	263	268	2830	1796	427	169	3138	1372	707
Unweighted Sample	5346	946	1292	1069	780	1742	677	489	266	299	2770	1928	389	155	3234	1445	568
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Where would you place your view and the views of these parties on this spectrum?

Yourself

Government should take greater action to reduce the UK's greenhouse gas emissions, even if that causes some inconvenience or cost to ordinary people in the short-term	43	35	41	50	52	44	51	50	52	46	46	36	47	39	41	43	47
Government should NOT take action to reduce the UK's greenhouse gas emissions if it is going to mean cost or inconvenience for ordinary people – even if that means missing climate change targets	23	25	25	20	24	21	20	27	26	30	20	30	16	16	27	17	16
Neither	12	12	13	10	10	12	13	8	7	12	11	13	14	17	12	12	11
Don't know	23	28	21	20	14	23	15	15	15	12	24	22	24	29	20	28	26

Labour party

Government should take greater action to reduce the UK's greenhouse gas emissions, even if that causes some inconvenience or cost to ordinary people in the short-term	47	40	46	51	56	46	52	54	53	60	46	50	41	39	50	41	44
Government should NOT take action to reduce the UK's greenhouse gas emissions if it is going to mean cost or inconvenience for ordinary people – even if that means missing climate change targets	9	11	8	9	9	10	8	8	12	8	8	8	10	13	8	10	7
Neither	11	12	12	11	11	11	13	9	10	11	12	10	12	12	11	11	13
Don't know	34	37	33	29	25	33	27	28	25	20	34	31	38	36	31	38	36

Reform UK party

Government should take greater action to reduce the UK's greenhouse gas emissions, even if that causes some inconvenience or cost to ordinary people in the short-term	6	7	8	6	4	7	4	5	7	6	5	7	9	5	6	7	4
Government should NOT take action to reduce the UK's greenhouse gas emissions if it is going to mean cost or inconvenience for ordinary people – even if that means missing climate change targets	51	44	47	56	65	50	57	59	63	63	54	48	44	47	53	45	54
Neither	9	12	9	8	7	10	8	8	6	6	8	10	11	11	8	10	7
Don't know	34	37	35	30	24	33	31	29	23	25	34	35	36	36	33	37	35

Where would you place your view and the views of these parties on this spectrum?

Yourself

We should not reintroduce the death penalty, even for people convicted of the most serious crimes	39	33	37	42	53	38	47	49	48	45	42	37	36	32	39	37	45
We should reintroduce the death penalty for people convicted of the most serious crimes	33	35	36	32	27	33	31	33	33	32	31	37	31	29	36	32	23
Neither	7	9	7	7	7	9	7	4	7	8	6	8	9	10	8	8	5
Don't know	21	23	20	18	14	20	15	14	11	15	21	18	24	29	17	23	28

Labour party

We should not reintroduce the death penalty, even for people convicted of the most serious crimes	47	39	48	52	59	45	55	55	59	62	49	47	43	42	50	41	52
We should reintroduce the death penalty for people convicted of the most serious crimes	7	11	8	6	8	9	5	6	6	6	6	7	11	10	6	10	4
Neither	10	12	8	11	7	11	10	11	11	6	9	11	9	9	10	10	6
Don't know	36	38	36	31	27	34	31	28	25	25	36	35	37	39	34	38	37

Reform UK party

We should not reintroduce the death penalty, even for people convicted of the most serious crimes	9	10	9	10	9	10	10	8	14	9	8	10	9	13	9	10	8
We should reintroduce the death penalty for people convicted of the most serious crimes	40	34	40	46	51	41	44	47	48	42	43	37	41	34	41	38	42
Neither	8	11	9	6	6	9	9	7	5	7	6	10	9	10	8	9	5
Don't know	43	45	42	38	34	40	38	38	32	42	43	43	41	44	42	43	45

Sample Size: 5346 adults in UK (18+)
Fieldwork: 12th - 27th March 2025

	Westminster VI					Vote in 2024 GE					Vote in 2019 GE					Vote in 2017 GE				
	Total	Con	Lab	Lib Dem	Ref UK	Green	Con	Lab	Lib Dem	Ref UK	Green	Con	Lab	Lib Dem	Green	Con	Lab	Lib Dem	UKIP	Green
Weighted Sample	5346	752	991	430	903	362	931	1326	481	561	308	1586	1098	361	158	1408	1073	271	114	142
Unweighted Sample	5346	629	1105	425	1094	330	657	2162	415	457	271	1547	1410	367	160	1369	1405	283	116	128
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Where would you place your view and the views of these parties on this spectrum?

Yourself

The UK should have closer economic ties with the European Union to help boost economic growth, even if that means giving up ultimate authority on rules and regulations in some areas	46	31	76	72	14	77	25	69	65	13	73	21	72	77	61	24	66	72	8	64
The UK should NOT have closer economic ties with the European Union if it involves giving up ultimate authority on rules and regulations in some areas, even if that involves some economic cost to the UK	23	39	7	7	55	3	46	9	10	59	6	48	5	7	13	47	10	7	63	13
Neither	9	13	7	5	9	5	11	7	7	8	4	11	6	4	7	10	6	8	15	8
Don't know	22	18	10	16	21	15	18	16	18	19	17	19	17	12	19	19	18	13	14	14

Labour party

The UK should have closer economic ties with the European Union to help boost economic growth, even if that means giving up ultimate authority on rules and regulations in some areas	50	51	66	53	63	46	55	57	51	64	46	57	58	53	48	57	56	56	68	53
The UK should NOT have closer economic ties with the European Union if it involves giving up ultimate authority on rules and regulations in some areas, even if that involves some economic cost to the UK	10	9	9	9	8	12	8	9	8	8	12	8	9	9	11	8	10	9	6	13
Neither	10	12	8	9	7	15	10	9	9	8	14	10	9	10	11	9	10	11	10	13
Don't know	31	28	17	30	21	28	27	24	32	20	29	25	24	29	30	26	25	24	16	21

Reform UK party

The UK should have closer economic ties with the European Union to help boost economic growth, even if that means giving up ultimate authority on rules and regulations in some areas	5	7	4	4	8	4	7	4	3	6	4	5	5	4	1	5	5	4	2	4
The UK should NOT have closer economic ties with the European Union if it involves giving up ultimate authority on rules and regulations in some areas, even if that involves some economic cost to the UK	58	50	76	69	64	75	54	71	64	66	74	59	71	72	65	60	69	72	72	72
Neither	7	11	5	4	6	3	9	5	6	6	4	8	5	4	8	8	5	5	11	7
Don't know	30	33	15	23	22	18	30	20	27	23	19	27	20	20	26	28	22	19	16	17

Where would you place your view and the views of these parties on this spectrum?

Yourself

The fight for feminism and women's equality in Britain has not gone far enough – there are still many battles to be won	38	28	56	52	21	72	24	51	49	24	67	25	56	53	53	26	52	55	24	46
In general, feminism has gone too far in this country and has had negative effects on Britain	19	30	11	11	40	4	30	12	9	43	6	31	9	11	17	31	11	12	39	18
Neither	20	24	21	20	18	15	26	20	23	14	13	25	17	22	13	23	19	18	14	24
Don't know	23	19	13	17	21	10	20	17	19	19	14	19	18	14	17	19	18	15	23	11

Labour party

The fight for feminism and women's equality in Britain has not gone far enough – there are still many battles to be won	35	31	51	41	40	34	31	44	35	41	37	32	43	41	36	35	41	44	36	34
In general, feminism has gone too far in this country and has had negative effects on Britain	9	12	8	8	13	8	11	7	8	14	9	12	8	6	6	11	8	8	7	6
Neither	18	18	19	17	15	28	19	20	20	14	25	18	18	21	23	18	20	18	21	24
Don't know	38	39	23	34	32	30	40	29	38	32	29	38	30	32	35	37	30	31	35	36

Reform UK party

The fight for feminism and women's equality in Britain has not gone far enough – there are still many battles to be won	7	9	4	5	15	2	8	4	4	17	2	9	4	7	6	10	5	7	16	2
In general, feminism has gone too far in this country and has had negative effects on Britain	44	33	65	61	37	70	34	59	52	35	66	34	62	57	55	35	57	58	42	53
Neither	12	15	9	5	16	6	16	10	9	15	7	17	8	6	11	16	10	6	10	13
Don't know	37	43	22	29	32	22	41	27	35	33	25	40	27	30	28	39	28	29	33	33

Sample Size: 5346 adults in UK (18+)
Fieldwork: 12th - 27th March 2025

Weighted Sample Unweighted Sample		Reform Curious (5+)		Lab 24 -	Lab19 - Lab24 (Labour Loyalist)	NotLab19 - Lab24 (Labour Joiner)	Seats where Labour won, Reform came second	Red Wall	Blue Wall	Past vote 2016		Political Attention			Gender		Age			
	Total	Not Ref curious	Ref curious	Ref curious						Remain	Leave	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+
	5346	3515	1771	198	735	370	644	285	396	1893	1903	1016	3207	1123	2593	2753	562	2208	1325	1250
	5346	2961	2344	1108	1085	751	698	302	407	1995	2042	555	3412	1379	2437	2909	346	2160	1411	1429
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Where would you place your view and the views of these parties on this spectrum?

Yourself

The UK should have closer economic ties with the European Union to help boost economic growth, even if that means giving up ultimate authority on rules and regulations in some areas	46	60	19	37	75	61	39	35	53	72	17	32	46	62	49	44	61	52	43	34
The UK should NOT have closer economic ties with the European Union if it involves giving up ultimate authority on rules and regulations in some areas, even if that involves some economic cost to the UK	23	11	46	27	5	15	24	31	23	6	49	15	25	23	27	19	7	13	31	38
Neither	9	8	10	11	6	8	9	9	9	5	11	11	8	7	9	8	7	8	9	9
Don't know	22	21	25	25	14	16	28	25	15	16	22	42	21	8	16	28	24	27	17	19

Labour party

The UK should have closer economic ties with the European Union to help boost economic growth, even if that means giving up ultimate authority on rules and regulations in some areas	50	48	54	48	61	54	48	51	56	53	55	27	51	66	56	43	44	47	55	51
The UK should NOT have closer economic ties with the European Union if it involves giving up ultimate authority on rules and regulations in some areas, even if that involves some economic cost to the UK	10	9	10	13	9	9	8	10	9	9	8	8	9	11	10	9	13	9	9	9
Neither	10	11	9	8	8	11	11	9	10	10	10	12	9	10	11	9	8	10	10	11
Don't know	31	32	28	30	22	26	33	29	25	28	27	53	30	14	23	38	35	33	27	29

Reform UK party

The UK should have closer economic ties with the European Union to help boost economic growth, even if that means giving up ultimate authority on rules and regulations in some areas	5	4	8	14	4	4	6	6	4	4	6	5	6	5	5	6	5	6	5	5
The UK should NOT have closer economic ties with the European Union if it involves giving up ultimate authority on rules and regulations in some areas, even if that involves some economic cost to the UK	58	60	55	46	73	71	52	56	65	68	57	29	59	80	66	51	58	56	64	55
Neither	7	7	7	8	5	5	9	8	7	5	9	11	7	4	8	6	4	7	7	9
Don't know	30	29	30	33	18	21	33	30	24	23	29	55	28	11	22	37	32	31	25	31

Where would you place your view and the views of these parties on this spectrum?

Yourself

The fight for feminism and women's equality in Britain has not gone far enough – there are still many battles to be won	38	46	24	30	56	44	39	39	43	50	26	23	39	51	29	48	53	41	34	31
In general, feminism has gone too far in this country and has had negative effects on Britain	19	12	34	26	9	19	19	17	21	11	31	17	20	19	27	12	12	16	22	26
Neither	20	20	18	19	19	20	17	19	19	21	21	20	20	19	23	17	15	18	22	22
Don't know	23	21	24	25	16	17	25	24	16	18	23	41	21	11	22	23	21	25	21	21

Labour party

The fight for feminism and women's equality in Britain has not gone far enough – there are still many battles to be won	35	35	35	35	48	38	33	36	37	40	33	16	35	52	42	28	38	33	39	32
In general, feminism has gone too far in this country and has had negative effects on Britain	9	8	13	13	7	9	12	12	10	7	11	8	9	10	9	10	8	9	8	11
Neither	18	19	15	17	18	21	15	15	18	18	18	16	18	18	17	18	16	18	17	18
Don't know	38	38	36	35	28	33	40	37	35	34	38	60	38	20	31	45	38	39	35	39

Reform UK party

The fight for feminism and women's equality in Britain has not gone far enough – there are still many battles to be won	7	4	13	12	4	6	8	8	5	4	11	6	7	7	6	7	6	6	8	9
In general, feminism has gone too far in this country and has had negative effects on Britain	44	51	32	33	65	50	41	42	51	56	34	23	44	64	49	40	53	47	45	34
Neither	12	10	16	16	8	11	12	12	10	9	16	15	11	11	13	11	8	12	12	14
Don't know	37	35	38	39	24	33	40	38	35	31	40	57	37	19	32	41	33	35	36	43

Sample Size: 5346 adults in UK (18+)
Fieldwork: 12th - 27th March 2025

	Social Grade			Region												Education			Ethnicity	
	Total	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	Low	Medium	High	White	Minority Ethnic
Weighted Sample	5346	3047	2299	195	568	466	404	446	527	615	713	540	278	444	150	1412	2136	1797	4424	762
Unweighted Sample	5346	3178	2168	224	584	493	410	473	522	594	690	502	218	488	148	1477	2076	1792	4490	679
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Where would you place your view and the views of these parties on this spectrum?

Yourself

The UK should have closer economic ties with the European Union to help boost economic growth, even if that means giving up ultimate authority on rules and regulations in some areas	46	54	37	41	47	42	41	42	43	60	44	41	45	53	61	26	46	63	44	63
The UK should NOT have closer economic ties with the European Union if it involves giving up ultimate authority on rules and regulations in some areas, even if that involves some economic cost to the UK	23	21	25	32	19	24	29	28	24	14	24	23	26	18	17	30	24	16	25	10
Neither	9	7	10	11	11	11	7	7	9	8	7	10	8	7	8	12	9	6	8	9
Don't know	22	18	28	16	23	23	23	23	25	18	25	26	22	22	14	32	22	15	23	18

Labour party

The UK should have closer economic ties with the European Union to help boost economic growth, even if that means giving up ultimate authority on rules and regulations in some areas	50	54	44	51	54	45	52	51	49	48	52	49	45	46	57	41	48	58	50	49
The UK should NOT have closer economic ties with the European Union if it involves giving up ultimate authority on rules and regulations in some areas, even if that involves some economic cost to the UK	10	9	11	10	8	12	7	12	7	12	8	8	10	12	7	10	9	10	9	14
Neither	10	10	10	11	9	11	10	10	8	13	8	10	12	10	12	11	10	9	10	12
Don't know	31	28	35	28	29	31	31	27	37	27	32	32	33	32	23	38	33	23	32	25

Reform UK party

The UK should have closer economic ties with the European Union to help boost economic growth, even if that means giving up ultimate authority on rules and regulations in some areas	5	5	6	6	5	8	5	7	7	6	5	4	3	4	5	6	6	4	5	8
The UK should NOT have closer economic ties with the European Union if it involves giving up ultimate authority on rules and regulations in some areas, even if that involves some economic cost to the UK	58	65	49	56	60	54	60	58	53	58	59	58	57	61	62	44	55	73	59	57
Neither	7	5	9	8	6	11	5	7	5	8	6	6	8	5	10	10	7	4	7	9
Don't know	30	25	36	30	28	27	30	28	35	27	30	31	31	31	22	40	32	19	30	27

Where would you place your view and the views of these parties on this spectrum?

Yourself

The fight for feminism and women's equality in Britain has not gone far enough – there are still many battles to be won	38	44	31	41	37	40	37	35	36	45	38	36	40	36	42	26	35	52	37	45
In general, feminism has gone too far in this country and has had negative effects on Britain	19	18	21	22	21	19	24	21	20	15	19	19	18	19	19	23	21	15	20	16
Neither	20	20	19	20	19	17	15	22	20	19	21	21	20	20	20	19	20	20	19	19
Don't know	23	18	28	17	23	24	24	23	24	21	22	24	22	24	19	32	24	14	23	19

Labour party

The fight for feminism and women's equality in Britain has not gone far enough – there are still many battles to be won	35	39	30	32	36	37	35	33	32	38	34	35	34	34	40	27	33	44	34	41
In general, feminism has gone too far in this country and has had negative effects on Britain	9	9	10	12	12	9	12	9	8	8	8	8	6	12	11	10	9	9	9	11
Neither	18	17	18	20	14	18	17	19	19	20	16	15	20	20	18	19	16	19	18	16
Don't know	38	35	42	36	38	37	37	40	41	34	43	42	40	33	31	44	42	29	39	31

Reform UK party

The fight for feminism and women's equality in Britain has not gone far enough – there are still many battles to be won	7	6	8	6	7	8	7	8	6	6	7	6	9	7	8	8	7	6	7	6
In general, feminism has gone too far in this country and has had negative effects on Britain	44	50	36	45	45	41	45	40	39	49	44	46	41	47	51	30	42	59	43	51
Neither	12	11	13	14	10	16	11	11	12	11	12	11	12	12	11	16	12	9	12	12
Don't know	37	32	43	35	37	35	36	41	42	33	37	37	38	34	31	46	40	26	38	31

Sample Size: 5346 adults in UK (18+)
Fieldwork: 12th - 27th March 2025

	Household Income					Savings Amount					Religion				House Tenure		
	Total	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Prefer Not to say	Own	Rent	Other
Weighted Sample	5346	928	1228	1046	775	1749	679	478	263	268	2830	1796	427	169	3138	1372	707
Unweighted Sample	5346	946	1292	1069	780	1742	677	489	266	299	2770	1928	389	155	3234	1445	568
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Where would you place your view and the views of these parties on this spectrum?

Yourself

The UK should have closer economic ties with the European Union to help boost economic growth, even if that means giving up ultimate authority on rules and regulations in some areas	46	37	40	57	64	47	52	58	54	55	51	38	53	45	45	46	52
The UK should NOT have closer economic ties with the European Union if it involves giving up ultimate authority on rules and regulations in some areas, even if that involves some economic cost to the UK	23	25	27	19	16	20	21	24	26	31	19	31	12	18	28	17	13
Neither	9	12	10	6	6	10	9	5	11	5	7	11	7	10	8	9	9
Don't know	22	26	23	17	14	24	19	13	9	9	23	20	27	27	19	27	25

Labour party

The UK should have closer economic ties with the European Union to help boost economic growth, even if that means giving up ultimate authority on rules and regulations in some areas	50	43	49	56	60	51	53	59	54	64	49	52	45	43	54	43	45
The UK should NOT have closer economic ties with the European Union if it involves giving up ultimate authority on rules and regulations in some areas, even if that involves some economic cost to the UK	10	11	8	10	10	10	9	10	14	10	8	11	10	11	9	10	10
Neither	10	14	10	9	8	11	11	6	10	9	10	10	12	12	9	11	11
Don't know	31	32	32	25	22	28	27	25	22	17	32	27	33	35	28	36	33

Reform UK party

The UK should have closer economic ties with the European Union to help boost economic growth, even if that means giving up ultimate authority on rules and regulations in some areas	5	7	5	5	6	7	5	4	7	6	4	7	8	7	5	6	6
The UK should NOT have closer economic ties with the European Union if it involves giving up ultimate authority on rules and regulations in some areas, even if that involves some economic cost to the UK	58	48	57	65	71	57	63	69	70	72	61	57	50	48	62	51	56
Neither	7	10	7	5	5	8	5	4	7	7	6	8	9	10	7	8	6
Don't know	30	35	31	24	18	28	27	24	15	15	29	28	33	36	26	35	32

Where would you place your view and the views of these parties on this spectrum?

Yourself

The fight for feminism and women's equality in Britain has not gone far enough – there are still many battles to be won	38	32	36	40	50	39	45	44	38	36	43	32	40	30	37	40	42
In general, feminism has gone too far in this country and has had negative effects on Britain	19	22	22	21	18	17	20	19	21	30	16	26	16	17	22	16	14
Neither	20	19	21	18	20	20	18	22	28	22	19	21	19	21	21	16	19
Don't know	23	27	21	21	12	23	16	15	13	11	22	21	25	32	20	28	25

Labour party

The fight for feminism and women's equality in Britain has not gone far enough – there are still many battles to be won	35	31	31	40	46	35	40	41	43	44	36	33	35	33	37	31	35
In general, feminism has gone too far in this country and has had negative effects on Britain	9	10	11	9	9	10	8	8	11	9	8	12	11	6	9	10	8
Neither	18	19	20	17	17	19	17	20	18	18	18	17	16	20	18	18	17
Don't know	38	40	37	34	28	35	35	31	28	29	38	37	37	41	36	41	40

Reform UK party

The fight for feminism and women's equality in Britain has not gone far enough – there are still many battles to be won	7	7	8	6	6	7	5	7	8	8	6	10	6	5	7	8	5
In general, feminism has gone too far in this country and has had negative effects on Britain	44	35	41	51	61	44	54	49	54	56	48	39	45	43	45	42	48
Neither	12	14	14	11	8	14	10	13	12	8	11	14	12	12	12	13	10
Don't know	37	44	36	31	25	35	31	31	27	28	36	38	38	40	36	38	37

Sample Size: 5346 adults in UK (18+)
Fieldwork: 12th - 27th March 2025

	Westminster VI					Vote in 2024 GE					Vote in 2019 GE					Vote in 2017 GE				
	Total	Con	Lab	Lib Dem	Ref UK	Green	Con	Lab	Lib Dem	Ref UK	Green	Con	Lab	Lib Dem	Green	Con	Lab	Lib Dem	UKIP	Green
Weighted Sample	5346	752	991	430	903	362	931	1326	481	561	308	1586	1098	361	158	1408	1073	271	114	142
Unweighted Sample	5346	629	1105	425	1094	330	657	2162	415	457	271	1547	1410	367	160	1369	1405	283	116	128
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Where would you place your view and the views of these parties on this spectrum?

Yourself

We should increase military aid and support to Ukraine in their fight against Russia	44	48	61	58	31	49	48	53	55	33	47	46	51	66	46	48	54	67	35	49
We should decrease military aid and support to Ukraine in their fight against Russia	16	16	9	8	34	10	15	11	7	34	13	20	11	5	9	18	10	6	34	11
Neither	15	15	13	14	14	17	15	14	17	14	15	14	15	13	19	14	14	12	9	18
Don't know	26	22	17	20	21	23	22	21	20	20	24	20	23	16	26	20	22	15	23	22

Labour party

We should increase military aid and support to Ukraine in their fight against Russia	56	52	72	69	59	62	55	68	65	59	61	56	68	72	60	56	66	73	62	61
We should decrease military aid and support to Ukraine in their fight against Russia	6	9	5	4	11	4	8	5	4	9	5	8	5	4	3	8	5	4	10	2
Neither	9	12	7	5	8	8	11	7	8	9	8	10	6	5	10	9	6	6	5	11
Don't know	29	27	17	22	23	26	26	20	24	23	25	26	21	19	27	26	22	17	24	26

Reform UK party

We should increase military aid and support to Ukraine in their fight against Russia	12	18	7	7	23	5	19	9	7	20	8	19	7	7	8	18	8	8	28	11
We should decrease military aid and support to Ukraine in their fight against Russia	40	31	58	54	36	53	30	52	50	34	48	31	53	54	47	32	51	57	31	34
Neither	9	10	7	6	9	8	10	7	8	10	8	10	7	5	8	9	7	5	3	8
Don't know	40	41	28	33	32	34	41	32	35	36	36	40	32	33	37	41	33	29	38	47

On the issue of immigration and asylum, which of the following policy outcomes would you personally most like to see achieved?

Reducing the number of people illegally entering the UK (e.g. on 'small boats')	36	46	23	26	54	17	49	29	27	47	17	48	24	27	26	48	28	25	49	28
Processing and - where needed - deporting asylum seekers more quickly	19	24	21	24	18	15	21	21	25	23	16	23	19	28	23	24	21	31	14	20
Improving the integration of existing migrants into UK society	11	6	19	18	2	24	5	15	16	3	25	4	18	15	13	5	14	14	1	16
Reducing low-skill migration, while increasing high-skill migration	9	7	13	12	6	6	8	11	10	6	8	7	12	10	8	6	11	10	7	11
Reducing the total number of all kinds of legal migration to the UK	9	13	5	4	18	5	13	7	4	19	6	14	5	6	7	13	7	4	26	6
Increasing the number of asylum seekers and refugees we take into the UK	4	1	6	3	0	18	0	5	4	0	14	1	8	2	11	1	6	5	0	10
Increasing migration to the UK generally	2	0	3	6	1	5	1	2	3	1	5	0	3	4	2	0	3	5	0	2
None of these	3	1	3	4	0	3	1	3	4	1	4	1	3	3	5	1	3	2	1	3
Don't know	8	3	7	4	1	7	3	7	5	1	6	2	8	4	6	2	7	4	3	5

Sample Size: 5346 adults in UK (18+)
Fieldwork: 12th - 27th March 2025

		Reform Curious (5+)		Lab 24 -	Lab19 - Lab24	NotLab19 - Lab24	Seats where Labour won, Reform came second	Red Wall	Blue Wall	Past vote 2016		Political Attention			Gender		Age			
	Total	Not Ref curious	Ref curious	Ref curious	(Labour Loyalist)	(Labour Joiner)				Remain	Leave	Low (0-2)	Medium (3-7)	High (8-10)	Male	Female	18-24	25-49	50-64	65+
Weighted Sample	5346	3515	1771	198	735	370	644	285	396	1893	1903	1016	3207	1123	2593	2753	562	2208	1325	1250
Unweighted Sample	5346	2961	2344	1108	1085	751	698	302	407	1995	2042	555	3412	1379	2437	2909	346	2160	1411	1429
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Where would you place your view and the views of these parties on this spectrum?

Yourself

We should increase military aid and support to Ukraine in their fight against Russia	44	49	34	35	55	57	38	39	49	55	42	25	44	58	49	39	38	35	46	58
We should decrease military aid and support to Ukraine in their fight against Russia	16	10	27	23	9	12	19	21	16	10	20	16	15	17	18	13	19	16	18	11
Neither	15	16	14	16	14	12	15	13	14	14	15	16	16	14	15	16	15	16	16	13
Don't know	26	25	26	26	21	19	28	26	21	21	24	43	25	11	18	32	27	32	20	18

Labour party

We should increase military aid and support to Ukraine in their fight against Russia	56	58	53	54	72	67	54	59	58	63	56	29	57	76	62	50	55	52	60	58
We should decrease military aid and support to Ukraine in their fight against Russia	6	5	10	12	4	3	7	5	4	5	8	7	7	6	7	6	7	7	6	7
Neither	9	9	9	8	5	7	8	9	9	8	9	11	8	7	9	8	8	8	9	10
Don't know	29	29	28	26	18	22	32	27	28	24	27	52	28	11	22	36	30	33	26	25

Reform UK party

We should increase military aid and support to Ukraine in their fight against Russia	12	9	18	17	8	9	11	13	9	7	18	8	12	15	14	10	11	9	11	18
We should decrease military aid and support to Ukraine in their fight against Russia	40	44	32	35	57	48	41	40	44	50	32	22	40	55	45	35	44	43	42	29
Neither	9	8	10	10	7	7	9	11	6	7	9	11	8	7	9	8	9	8	8	10
Don't know	40	39	40	38	29	36	39	36	41	36	41	59	40	23	32	47	36	39	39	43

On the issue of immigration and asylum, which of the following policy outcomes would you personally most like to see achieved?

Reducing the number of people illegally entering the UK (e.g. on 'small boats')	36	29	50	50	26	34	35	46	32	27	47	40	37	29	37	35	21	32	41	44
Processing and - where needed - deporting asylum seekers more quickly	19	19	19	17	20	21	19	14	22	21	23	14	20	23	20	18	12	14	24	26
Improving the integration of existing migrants into UK society	11	15	3	4	18	12	10	9	12	16	3	6	11	15	10	13	17	14	9	6
Reducing low-skill migration, while increasing high-skill migration	9	10	7	10	12	10	11	9	8	11	6	7	10	9	9	9	13	11	7	7
Reducing the total number of all kinds of legal migration to the UK	9	6	15	13	6	9	9	9	8	5	15	11	9	8	9	9	6	8	10	12
Increasing the number of asylum seekers and refugees we take into the UK	4	5	0	1	6	3	3	3	5	6	0	2	3	7	3	4	7	4	2	2
Increasing migration to the UK generally	2	3	1	1	3	2	2	1	3	3	0	1	2	4	3	2	3	2	2	1
None of these	3	4	1	1	3	4	2	2	3	3	1	4	2	3	3	3	3	4	2	1
Don't know	8	9	4	3	7	6	8	7	7	7	3	15	7	2	6	9	18	11	3	2

Sample Size: 5346 adults in UK (18+)
Fieldwork: 12th - 27th March 2025

	Social Grade			Region												Education			Ethnicity	
	Total	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	Low	Medium	High	White	Minority Ethnic
Weighted Sample	5346	3047	2299	195	568	466	404	446	527	615	713	540	278	444	150	1412	2136	1797	4424	762
Unweighted Sample	5346	3178	2168	224	584	493	410	473	522	594	690	502	218	488	148	1477	2076	1792	4490	679
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Where would you place your view and the views of these parties on this spectrum?

Yourself

We should increase military aid and support to Ukraine in their fight against Russia	44	48	38	43	39	44	46	42	43	43	44	46	42	46	48	37	43	49	45	34
We should decrease military aid and support to Ukraine in their fight against Russia	16	15	17	20	16	16	15	16	14	20	15	11	16	15	17	17	16	14	14	24
Neither	15	15	15	14	17	16	16	17	14	14	15	15	13	17	19	15	15	15	15	17
Don't know	26	22	30	23	28	25	23	25	30	23	27	27	29	22	15	31	26	21	26	24

Labour party

We should increase military aid and support to Ukraine in their fight against Russia	56	60	51	60	57	52	54	53	53	59	59	51	51	62	59	47	53	65	56	56
We should decrease military aid and support to Ukraine in their fight against Russia	6	6	7	7	5	6	7	9	7	8	5	8	4	5	6	8	7	5	6	12
Neither	9	8	9	5	10	11	11	12	6	8	6	10	8	7	13	10	9	8	9	9
Don't know	29	26	34	28	28	31	28	26	34	24	31	32	37	26	22	35	32	22	30	23

Reform UK party

We should increase military aid and support to Ukraine in their fight against Russia	12	11	12	14	11	12	11	14	13	14	12	11	9	8	9	15	10	10	11	14
We should decrease military aid and support to Ukraine in their fight against Russia	40	44	35	43	41	39	41	35	36	41	40	39	36	46	44	30	39	49	40	40
Neither	9	8	9	6	11	9	10	13	5	10	8	7	9	7	10	11	9	7	8	12
Don't know	40	37	44	37	37	40	38	39	45	36	40	42	45	39	37	44	42	34	41	34

On the issue of immigration and asylum, which of the following policy outcomes would you personally most like to see achieved?

Reducing the number of people illegally entering the UK (e.g. on 'small boats')	36	32	41	33	37	39	38	37	39	30	34	35	41	37	35	48	36	27	38	29
Processing and - where needed - deporting asylum seekers more quickly	19	21	17	24	18	19	23	20	15	14	24	21	12	19	21	19	20	18	20	13
Improving the integration of existing migrants into UK society	11	13	8	6	12	10	9	9	10	17	10	13	9	11	17	4	9	19	10	14
Reducing low-skill migration, while increasing high-skill migration	9	10	7	10	9	7	10	10	5	12	9	8	6	10	9	5	9	11	8	15
Reducing the total number of all kinds of legal migration to the UK	9	8	11	14	10	9	9	9	11	7	9	9	11	7	5	11	10	7	10	4
Increasing the number of asylum seekers and refugees we take into the UK	4	4	3	2	3	3	1	5	4	6	3	2	5	4	3	2	3	6	3	5
Increasing migration to the UK generally	2	2	2	4	2	1	2	1	2	3	2	2	0	3	2	1	2	3	2	5
None of these	3	3	3	3	2	2	2	2	3	3	3	3	4	3	4	2	3	4	2	6
Don't know	8	7	8	4	7	10	7	8	10	9	7	8	12	6	4	9	8	6	7	9

Sample Size: 5346 adults in UK (18+)
Fieldwork: 12th - 27th March 2025

	Household Income					Savings Amount					Religion				House Tenure		
	Total	Under 20,000	20,000 - 39,999	40,000 - 69,999	70,000+	Less than £5,000	£5,000 - £19,999	£20,000 - £49,999	£50,000 - £99,999	£100,000 and above	None	Christian	Other	Prefer Not to say	Own	Rent	Other
Weighted Sample	5346	928	1228	1046	775	1749	679	478	263	268	2830	1796	427	169	3138	1372	707
Unweighted Sample	5346	946	1292	1069	780	1742	677	489	266	299	2770	1928	389	155	3234	1445	568
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Where would you place your view and the views of these parties on this spectrum?

Yourself

We should increase military aid and support to Ukraine in their fight against Russia	44	39	45	46	48	41	49	57	61	58	46	45	29	39	48	36	42
We should decrease military aid and support to Ukraine in their fight against Russia	16	18	16	17	17	18	17	13	15	11	14	17	24	11	14	17	17
Neither	15	16	14	15	14	15	14	14	8	17	14	16	18	17	15	16	14
Don't know	26	28	25	22	21	27	21	16	16	14	26	22	29	33	22	31	27

Labour party

We should increase military aid and support to Ukraine in their fight against Russia	56	49	54	61	65	55	64	64	68	65	56	57	54	45	59	49	57
We should decrease military aid and support to Ukraine in their fight against Russia	6	9	6	7	7	8	8	6	3	6	5	8	9	9	6	7	6
Neither	9	11	9	8	8	10	6	10	6	10	8	10	8	8	9	9	7
Don't know	29	31	31	24	20	28	22	20	23	19	31	25	29	38	26	34	30

Reform UK party

We should increase military aid and support to Ukraine in their fight against Russia	12	12	14	10	11	12	10	12	16	16	9	15	11	14	13	11	11
We should decrease military aid and support to Ukraine in their fight against Russia	40	35	37	47	50	43	48	40	44	44	43	36	38	33	40	38	44
Neither	9	11	9	8	7	9	7	10	7	8	7	10	11	7	8	9	9
Don't know	40	42	41	35	31	36	35	38	34	32	41	38	40	45	39	42	36

On the issue of immigration and asylum, which of the following policy outcomes would you personally most like to see achieved?

Reducing the number of people illegally entering the UK (e.g. on 'small boats')	36	39	42	36	28	36	33	28	38	37	33	41	37	29	38	37	27
Processing and - where needed - deporting asylum seekers more quickly	19	20	20	19	18	17	18	26	20	28	18	23	13	17	22	15	12
Improving the integration of existing migrants into UK society	11	8	9	15	16	12	16	14	13	11	13	8	13	10	10	12	14
Reducing low-skill migration, while increasing high-skill migration	9	7	8	10	14	9	11	12	13	11	9	8	12	5	9	8	11
Reducing the total number of all kinds of legal migration to the UK	9	11	9	7	7	9	10	7	6	6	9	9	7	7	9	9	8
Increasing the number of asylum seekers and refugees we take into the UK	4	4	3	3	5	4	5	4	1	2	4	2	4	5	3	4	6
Increasing migration to the UK generally	2	1	2	2	4	2	2	3	3	2	2	2	4	4	2	2	2
None of these	3	3	2	3	2	3	3	2	3	1	3	2	4	4	2	3	4
Don't know	8	8	6	5	5	8	3	4	4	2	9	6	7	18	5	10	17